

ELECTRIC REFRIGERATION NEWS

The business newspaper of the electric refrigeration industry

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PRICE FIVE CENTS

TOLEDO EDISON HAS U. S. SALES RECORD

Sold 560 Frigidaires in February—Claim World's Record for Single Month

The Toledo Edison Company claims the world's record for the greatest number of single compressors ever sold in any one city during a month's campaign, with a sale of 560 Frigidaire machines in Toledo during the month of February.

This sales feat is all the more remarkable because it was made during the shortest and coldest month of the year. Another unusual feature of the campaign was that the sales were made by the regular appliance salesmen and not by the Frigidaire sales department.

To H. F. (Sid) Corby, manager of the electric refrigeration department of the Toledo Edison Company goes most of the credit and glory. In his capacity as commander-in-chief of the 37 soldier-salesmen in their assault on Fort Quota (Toledo), he planned and executed a masterful sales campaign that broke all records for effectiveness and ultimate results.

The domestic electric division of the public service company was divided into six teams of six men each. These teams were captained by the six regular refrigerator salesmen from Mr. Corby's department. The salesmen were trained for six weeks prior to the opening of the campaign by Mr. Corby, assisted by representatives from the E. H. Walker Company, Toledo Frigidaire distributors and from the Frigidaire Corporation at Dayton, Ohio.

Before the salesmen started their sales campaign, they were asked to call on a number of Frigidaire users in Toledo. "This was the most strategic move of the entire campaign," said Mr. Corby. "These appliance men talked to Frigidaire users and became enthusiastically sold on the real merits of the machine. No amount of sales talk, that we could have given them, would have been so effective."

Attractive window displays were used during the campaign, and were changed each week. The "Oh Min!" window display attracted an unusual amount of attention. A daily bulletin called the "Freeze-O-Gram" was issued each day, giving the standings of the men and the funny experiences encountered by the salesmen.

The campaign created a great deal of individual rivalry and team spirit, and was the cause of much outside interest. Many telegrams were received from all over the country, and many Toledo business men came to the Toledo Edison building day after day to watch the bulletin board and the individual standings of the salesmen.

Prizes were offered as follows: First prize, \$100 and a \$50 wrist watch; second prize, \$75 and a \$10 hat; third prize, \$50 and a \$10 hat; fourth prize, \$25 and a \$10 hat. The fifth, sixth, seventh, eighth, ninth and tenth prizes was a gold pencil with name engraved. The winning captain received \$100 in prizes. In addition to these prizes, \$250 in cash prizes were given by Mr. Corby as daily prizes.

Ted Eleston, with 66 sales contracts, won the first prize. It is believed that this is a high record for any individual salesman to make in one month. He claims another record of having made at least one sale each day during the entire month. Louis Gramling, with 35 sales, won second prize; third prize went to Cooney Kutzi, with 25 sales; and fourth place to John Cherry, with 23 sales.

At the end of the campaign a banquet was given to the salesmen at the Hotel Secor and the prizes were awarded at this time. E. H. Walker, of the E. H. Walker Company; C. L. Proctor, vice-president of the Toledo Edison Company, and Mr. Corby were the principal speakers at this occasion.

PORTSMOUTH STOVE FIRM MAKING CABINETS

The Portsmouth Stove & Range Company, Portsmouth, Ohio, is increasing production on its line of all-porcelain cabinets which are especially designed for electric refrigeration. J. B. Knause, vice-president, is in charge of this development. The line of cabinets is being exhibited this week at the convention of the Ohio Valley State Furniture Dealers' Association, being held at the Neal House, Columbus, Ohio. Dealers from four states are attending the convention.

New Electric Absorption Machine

Master Domestic Refrigerating Co., Inc., 27 Broadway, Flushing, N. Y., is exhibiting a new absorption type machine operated by electricity. A. H. Strong is president of the company.

Jackie Coogan Uses Servel

The home of Jackie Coogan, 673 South Oxford Street, Los Angeles, Calif., is featured on the front cover of the *Servel Refrigerators*, March issue. Jackie's home is equipped with a Servel.

Jeane Finds His \$1,000 Electric Refrigerator a Good Investment



Jeane Van Alman has never lost any food in this electric refrigerator and says that there is no reason for losing anything after one knows how to operate it.

Jeane has conducted restaurants in Buenos Aires and Valparaiso before coming to Boulder, Colorado. He is famous for his barbaques, served in the Argentine Republic. He conducts an extremely clean and interesting luncheonette. A sign on the electric refrigerator says: "This ice box is open for inspection at all times."

In fact, everything is open to the inspection, even to the dishwashing.

A dozen canary birds furnish music, while patrons are served with the choicest dishes which only Jeane knows how to prepare.

Meats are always ripened before serving to the patron, and Jeane says that he can keep meat for 23 days in the electric refrigerator. The outfit, which is a Frigidaire commercial unit, was installed by the Public Service Company of Colorado.

SEES PROSPEROUS YEAR AHEAD FOR FRIGIDAIRE

E. G. Biechler, President, Returns From 5000 Mile Trip With Optimistic Predictions

The present year will be one of unparalleled prosperity, was the prediction of E. G. Biechler, president of the Frigidaire Corporation, on his return to Dayton last week, after a three weeks' visit to distributors throughout the eastern and southern sections of the United States.

"The field organization is getting away in fine shape," he said. "Business is well up to our expectations. In January our retail household and commercial sales were double those of January a year ago. February sales were twice those of last February. March sales will be 100 per cent ahead of March, 1926. If we hold the pace we have set, and there is every reason to believe we will, our retail sales in 1927 will reach a tremendous volume."

Waiting for Mr. Biechler's attention was an accumulation of 3,034 orders that had come in during his absence. These orders totalled more than \$1,000,000 in business value.

"The business is growing at a rate to almost baffle conjecture. All over the country there is an increasing interest in electric refrigeration. The entire sales organization is enthused to the limit. I personally saw the salesmen of the Boston district present the general manager, H. W. Newell, with a grand piano as an expression of their confidence in him and in the Frigidaire business."

Steadily mounting demand for electric refrigeration in commercial lines of business is being evidenced in the growing volume of sales, Mr. Biechler stated. This branch of the business will equal that of the household division in 1927, he said.

Keystone Moves to Beaver Falls

On March 15, 1927, the Keystone Refrigerating Corporation will move into its new offices and factory at Beaver Falls, Pennsylvania, after which date the Pittsburgh office will be discontinued.

Woodbridge Addresses Adcrafters

C. King Woodbridge, president of the International Advertising Association and executive vice-president and general manager of the Electric Refrigeration Corporation, addressed the Adcraft Club of Detroit at the regular Friday luncheon, March 25, on the subject, "Maintaining Public Respect for Advertising."

White Frost to Market New Cabinet

The Home Products Corp., Jackson, Michigan, for twenty-five years manufacturers of "White Frost" refrigerators, will place a new all-steel, square type refrigerator on the market April 1st. It will be especially designed for electric refrigeration.

LEONARD REFRIGERATOR FOUNDER DIES

Charles B. Leonard, 79 years old, a pioneer in the refrigerator industry, died at his home in Grand Rapids, Michigan, March 22.

Because the Leonard family maid spilled a crock of warm lard in a refrigerator that could not be easily cleaned, a number of years ago, Mr. Leonard set out to improve the icebox and became one of the great manufacturers in that industry. A year ago the Electric Refrigeration Corporation purchased the Grand Rapids Refrigerator Company, of which he was head, and it became the third unit of the corporation, which includes the Nizer and Kelvinator Corporations, Detroit. The Grand Rapids unit is now known as the Leonard Refrigerator Company.

Mr. Leonard also was president of H. Leonard & Sons, Grand Rapids, wholesale dealers in glassware, house furnishings, crockery and lamps, which was founded by his father, and was vice-president of the Grand Rapids Fibre Cord Company.

Illinois Refrigerator Company Installs Enameling Plant

The Illinois Refrigerator Co., Morrison, Ill., recently installed a new porcelain enameling plant to supply the growing demand for porcelain-lined refrigerators.

F. L. Smith, vice-president and general manager, states: "There is a steadily increasing demand for porcelain-lined refrigerators, and in completing our enameling plant, we are equipped to supply the best. The demand is in line with a tendency towards better boxes. Refrigerator manufacturers are continuously calling the attention of the housewife to the need of better refrigerators."

Tubing free from scale

Bright anneal eliminates all possibility of scale. 100 foot lengths. Write for Prices. 1431 Central Ave., Detroit, Mich.

WOLVERINE
STAINLESS COPPER AND BRASS TUBING

EVERITE PRODUCTS START PRODUCTION

F. C. Gieler, Dayton Inventor, Heads New Company Entering Electric Refrigeration Field

The Everite Products, Inc., 200 Davis avenue, Dayton, Ohio, after testing the "Everite" electric refrigeration unit since last August, are now prepared to market a line of cabinets ranging from five cubic feet content to the 20 cubic feet size in the domestic types and commercial sizes having one-fourth and one-half ton capacity compressors.

F. C. Gieler, for the past nine years associated with the electric refrigeration industry and better known as the inventor and developer of the "Valley" electric refrigerator, is the president and general manager; B. K. Williamson is vice-president and sales manager, and J. A. Wharton is secretary and treasurer.

The Everite Company took over the lease of the Iceola Corporation at Dayton, June of last year, when the latter company moved to Indianapolis, and have recently added to their factory facilities.

All of the Everite cabinets will be of all metal construction, with porcelain interior. The compressor is the reciprocal type and the machine is very quiet in operation. The refrigerant used is sodium dioxide. One of the features of the machine is sectional cooling unit. Additional sections can be added to each cooling unit.

WILL SELL NEW NORGE MACHINE IN BOSTON

The new Norge electric refrigerator will be marketed by the McCray Refrigerator Sales Corporation, 765 Boylston St., Boston, Mass., and Sales Manager Robert B. Lutes is already making arrangements to handle the New England distribution. The new Norge uses the rotary type compressor. The refrigerant is sulphur dioxide.

SECOND NEW YORK EDISON ELECTRIC REFRIGERATION SHOW

All the new styles in domestic electric refrigerators, from boxes built for small apartments to elaborate cabinets suitable for mansions, are exhibited in the second annual Electric Refrigeration Show, which opened Monday March 28, in the New York Edison Company's showroom at Fifteenth St. and Irving Place. Thirteen manufacturers, exhibiting more than fifty electric refrigerators, are demonstrating the year's developments, not only in cabinets, but in the apparatus used for operating the refrigerators and for their automatic control. The show is open free to the public from 9:00 to 6:00, every day during the entire week.

Well Known Electrical Men Organize as Marketing Counsellors

Announcement has been made of the organization of Goodwin, Nicholas & Morton, to render service as marketing counsellors in the electrical and allied industries. The offices of the new company will be 522 Fifth Avenue, New York.

William L. Goodwin, president, has recently resigned from The Society for Electric Development, after six years as its operating vice-president. Frederic Nicholas, vice-president and treasurer, was formerly general secretary of the Associated Manufacturers of Electrical Supplies and executive secretary of the Electrical Manufacturers Council. Walter Morton, until recently a member of the Sanborn Electric Company, Indianapolis, was for many years manager-secretary of the National Association of Electrical Contractors and Dealers, now the Association of Electra-gists, International.

Kelvinator Agent in New Haven Increases Capital Stock

The Kelvinator Refrigerating Company, New Haven, Conn., has filed notice of an increase in capital stock by adding 800 shares of stock with a par value of \$100. The increase, amounting to \$80,000, is divided into 400 shares of preferred stock and 400 shares of common stock.

New Haven Dealer Incorporates

The Thermo Corporation, New Haven, has incorporated to sell, install and render service for artificial ice machines. The company has an authorized capital of \$50,000, and begins business with \$6,500 paid in. The incorporators are Joseph L. Hayden, Saybrook; Herbert H. Slocombe, 9 Munn Rd., New Haven; and Charles R. Vetefenille.

GENERAL ELECTRIC HOLDS FIRST SALES CONFERENCE

New Unit Requires No Service and Is Guaranteed for Two Years

The first national sales conference of the Electric Refrigeration Department of the General Electric Company was held March 15, 16 and 17, in the general offices, Hanna Building, Cleveland, Ohio.

The sales policy was outlined to the district representatives by T. K. Quinn, general manager, and P. B. Zimmerman, sales manager. The advertising and sales promotion programs were explained in detail by several members of the respective departments.

Electric refrigeration engineers from the Schenectady and Fort Wayne factories explained with models the new principle of electric refrigeration developed by the General Electric Company. This involves a radical departure from the usual design. The icing unit is located on top of the cabinet, and is entirely enclosed. It never requires attention of any kind from the housewife, and is guaranteed for two years. The General Electric Company have spent fifteen years in bringing it to its present stage of perfection.

On Tuesday a dinner was held, at which Dr. C. A. Eaton, manager, industrial relations of the General Electric Company, was the principal speaker. Dr. Eaton brought out the wonderful opportunities of the General Electric refrigerator, backed by the prestige of the General Electric Company—the largest electrical manufacturing organization of the world.

Wednesday and Thursday were taken up with talks on credits and retail financing, warehousing and distribution, methods and forms, and other necessary information. An open session followed in which individual problems were brought up and given consideration.

The Electric Refrigeration Department of the General Electric Company was established January 1st of this year, with the main offices in the Hanna Building, Cleveland, Ohio. An enormous advertising program has been started.

Farmer's Wife Needs a Larger Refrigerator

A study of 400 farmhouses in Nebraska convinced Miss Greta Grey, research specialist for the University of Nebraska, that the farmer's wife has altogether too little light in her rooms, especially her kitchen, and entirely inadequate refrigerator arrangements for preserving fresh food in quantities. Electric light and large refrigerators are recommended.

Urges Cooperation Between Power and Ice Industries

Presents the Subject from the Viewpoint of the Power Companies and the Mechanical Refrigerator Manufacturers in a Talk at Convention of the Southern Ice Exchange,

By CHARLES COLLIER

General Sales Manager of the Georgia Power Co., Atlanta, Ga.

When I was informed as to my subject, I tried to find an adequate definition for the word co-operation, and after searching around, finally hit upon Secretary Hoover's definition of what co-operation in trade associations and in modern business is. He defines co-operation as being divided into four activities: first, to stimulate sales; second, to reduce the cost of advertising and sales; third, to raise the standard of advertising and sales methods, and fourth, to promote good will. It seems to me that defines pretty thoroughly the whole subject, and I am going to try and elaborate on some of those four activities.

Before doing that, however, I wanted to touch on certain phases of the ice industry as I see it. Some rather eminent writer stated that intolerance, hatred and antagonism, when finally analyzed, were based upon fear. Eliminate the fear, and you eliminate the antagonism, and the intolerance. Now, there has been an under-running current of fear in the ice industry in recent months, that the electric industry was taking the bread and butter away from you. Therefore, if I assume this party is right, that if we eliminate that fear, we eliminate at the same time that spirit of antagonism and intolerance, which, if it continues to grow, will serve to very materially handicap both the industry I represent and the industry that you represent.

No Cause for Fear

Frankly, I do not see that there is anything for either of us to fear from the other. Statistics usually tell a pretty fair story, and in an effort to try and bolster up my theory, I went to the Department of Commerce for certain statistics.

According to the figures furnished, the amount of manufactured ice in this country has increased something over 400 per cent in the past twenty-one years, the 1925 product exceeding 40,000,000 tons. The consumption of ice per capita increased from 210 pounds in 1904 to 643 in 1925.

Now, it does not appeal to me that such an increase is indicative of anybody taking your business. It would seem that an increase of 400 per cent in the use of your commodity, which is approximately eight to twelve times the increase in population, indicates that you have a wide field to cultivate, and that you are meeting with reasonable, if not startling, success in your work.

According to this same bureau, there are 26,000,000 homes in America today, and of those, over 21,000,000 are absolutely without any apparatus or any piece of furniture or box in which ice could be used or which could be used for refrigeration purposes, even in the mid-summer months.

In other words, 65 per cent of the total population of the United States never, you might say, use ice. You have not sold them on the idea of refrigeration. Only 5,000,000 are using refrigeration in some form today. I agree with the statement that possibly a considerable percentage of those 26,000,000 homes are rural homes that cannot become regular consumers of ice, or any other refrigerant, but allowing for that, we still have a tremendous number of homes in America capable of using some form of refrigerant.

This was the status of the domestic refrigeration industry at the time manufacturers of the small mechanical machine came into the market with his product. It has been on the market now for some ten years. They have made more or less progress, but it has only been in the last three or four years that there has been any concerted effort made to sell their product generally. They adopted for their sales methods a fundamental sound principle of merchandising, and that was to create a demand for that article which their machine could produce, namely, refrigeration. They have gone out with the idea of selling the idea of refrigeration first, and the means to obtain that refrigeration as a second consideration. Naturally as we all are more or less selfish, they hoped the prospect for refrigeration would utilize the machine which they would manufacture to produce the result for the final user of the product.

At the same time, for every one man they sell on refrigeration as a household necessity, they have created a potential market for the ice manufacturer among those whose pocketbook won't permit of the purchase of the mechanical refrigeration device, or among those who for one reason or another prefer not to be bothered, or not to be involved in the operation of a piece of machinery in their homes for the production of refrigeration which might be filled satisfactory with the use of artificial ice.

During the ten years in which these machines have been on the market, according to all the statistics we have on hand, less than three per cent of the potential users of refrigeration have invested in mechanical or domestic refrigeration machines. This three per cent probably represents in so far as we can ascertain,

the upper middle class, the householder with a moderate income, living in reasonable comfort, who wishes to have at his command the leisure of his Sundays and holidays and who takes a particular pride in owning something a little different from what his neighbors own. If we say that two per cent of the users of refrigeration own such machines, we have only 720,000 such machines in operation today, leaving 98 per cent of the said potential customers of the ice industry as a whole to develop.

Now, our idea on the subject of co-operation follows pretty closely the definition that Mr. Hoover has given, and I want to talk about them in the order which he has mentioned them.

Promotion of Sales

We entered into a field that to us was new. We did not know anything about it. We do not know so very much yet, but we knew the problem was a selling problem. We realized that the problem was one which could be handled in the same way that any other merchandising problem could be handled. That is, if we could create a legitimate, reasonable and sound demand for the product that our article could produce, we could come pretty close to solving the question of distribution, and it was approached solely from that angle, to stimulate sales through a desire for refrigeration.

Let me call attention to the fact that until the time that the central food industry began to agitate the question of mechanical refrigeration, the general public had little if any knowledge of the hygienic value of domestic refrigeration.

Therefore, it would appeal to me, your industry and this industry working today in peace and harmony to sell the idea of hygienic refrigeration, regardless of how the customer gets it (that is immaterial at the present time; whether he gets it through a centrally located plan in an apartment house, or whether he gets it through ice machines), if we can sell that idea to our home owners in this country and add a big percentage of the population now not using refrigeration to our refrigeration customer list, the sale of ice and the sale of domestic refrigeration machines, not only will grow, but my prediction is that it will grow beyond the wildest dreams of any member of the industry present.

The fear that the central station industry is going to make inroads into your industry to the point where it will hurt is analogous to the fear of the gas business of forty years ago, which fear proved to be entirely fallacious. For the development of the gas business has exceeded the greatest expectations.

Forty years ago the majority of the gas companies' revenue came from gas lighting. Upon the development of the incandescent lamp the electrical industrial began to make inroads on the gas companies' revenue. These inroads were a blessing in disguise, for they stimulated the gas industry to seek new outlets for its product—and the domestic cooking and water heating business was born. Today no gas company thinks of obtaining any large amount of revenue from lighting.

Then, a few years ago, the electric range again "threw a scare" into the gas industry, and it had visions of losing the domestic load, so it commenced to look about and discovered that the use of gas for commercial and industrial purposes offered an even greater field than the domestic, and every progressive gas company in this country today is engaged aggressively in the development of the industrial loads on their mains, and the prediction is made that it will only be a short while before this industrial load overshadows the present domestic load, and that the gas output will be greater than was even contemplated before.

Thus, you will see that for the gas industry electricity's competition was a blessing in disguise, if not the real salvation of the industry. Maybe the competition that the ice industry is meeting with from the domestic electric refrigerating machine will be productive of similar activities and development of new fields by the ice industry to points undreamed of heretofore.

Cooperation Will Reduce Cost of Advertising and Sales

Under the second heading of reducing the cost of advertising and sales: in selling

we are paying out money for labor, and in advertising we are paying it out for white space and the ability to plan the copy in such a manner as to appeal to our would-be patrons. No small company is equipped, nor can they become equipped to handle advertising intelligently. They haven't the trained personnel; they haven't the research departments; they haven't the mechanical knowledge that is required in the makeup.

The electrical industry has recognized this fact and has established at headquarters highly paid, highly trained advertising executives who can collaborate the necessary information, who have the necessary technical experience to prepare the copy in such a manner as to appeal to the public, and have arranged for a national advertising schedule in which the local advertising is tied with the national so that we get a complete harmony and co-operation all the way down the line. The smallest manufacturer of electric current can get the same quality and quantity if he wants it, of advertising copy as the biggest company in the land, with the same brains behind it, and the same selling punch.

Last year there was \$5,000,000 spent on such advertising. This year there will be \$10,000,000 spent. I want to submit to you now that that money was spent as much for your benefit as ours. It was selling the idea of refrigeration. If we can get this story of refrigeration to the undeveloped potential market, and they do not want my machine, they will buy your product. If we do not sell the idea of refrigeration, they won't buy either.

The Two Industries Should Work in Harmony

Now, it appeals to me that the ice industry and electric industry are in similar positions. The two central committees should join hands on an advertising campaign to educate the public on the value of refrigeration, and leave to the men in the field to each get their rightful share of the business.

Mr. Hoover says the idea of co-operation is to raise the standard of advertising. It appears to me that the standard of adver-

tising on the subject of ice and refrigeration is very sadly in need of being raised.

You gentlemen, as well as the electrical industry, have got off on roads of advertising that have done neither you nor us any good. The advertising has smacked of a little mud-slinging and a few misstatements have been made by both parties, and the public sat back and laughed at the fight. Now, wouldn't it be a great deal better if we both could have our advertising thought out, prepared and worked to a logical conclusion, have a central agency which is able to do it, which is so far removed from the local point of friction as to reflect only the main objects that we are trying to accomplish, and be free from the prejudice, free from the friction and free from the enmity that sometimes crops out between the local electric company and the local ice plant, and which inevitably gets reflected in the advertising?

If the ice industry can go into some sort of national advertising campaign, or place their advertising in the hands of the right agency, with the right point of view, we can eliminate that point of friction which is going to crop out in all local advertising, and such friction is not going to do either of us any good; it is not going to get you men any more business, nor it is not going to get us any more business.

I would like, in closing, to refer you to an important meeting of the ice manufacturers and the Electric Refrigeration Council which met in Chicago in June of last year (a report of this meeting appeared in *Ice and Refrigeration* in July, 1926), at which meeting a series of resolutions were adopted which deprecated the wasteful space devoted to unethical and unwarranted attacks by one industry upon the other, and expressed the belief that such practices are detrimental to the interests of both industries.

S-K-F Industries Move

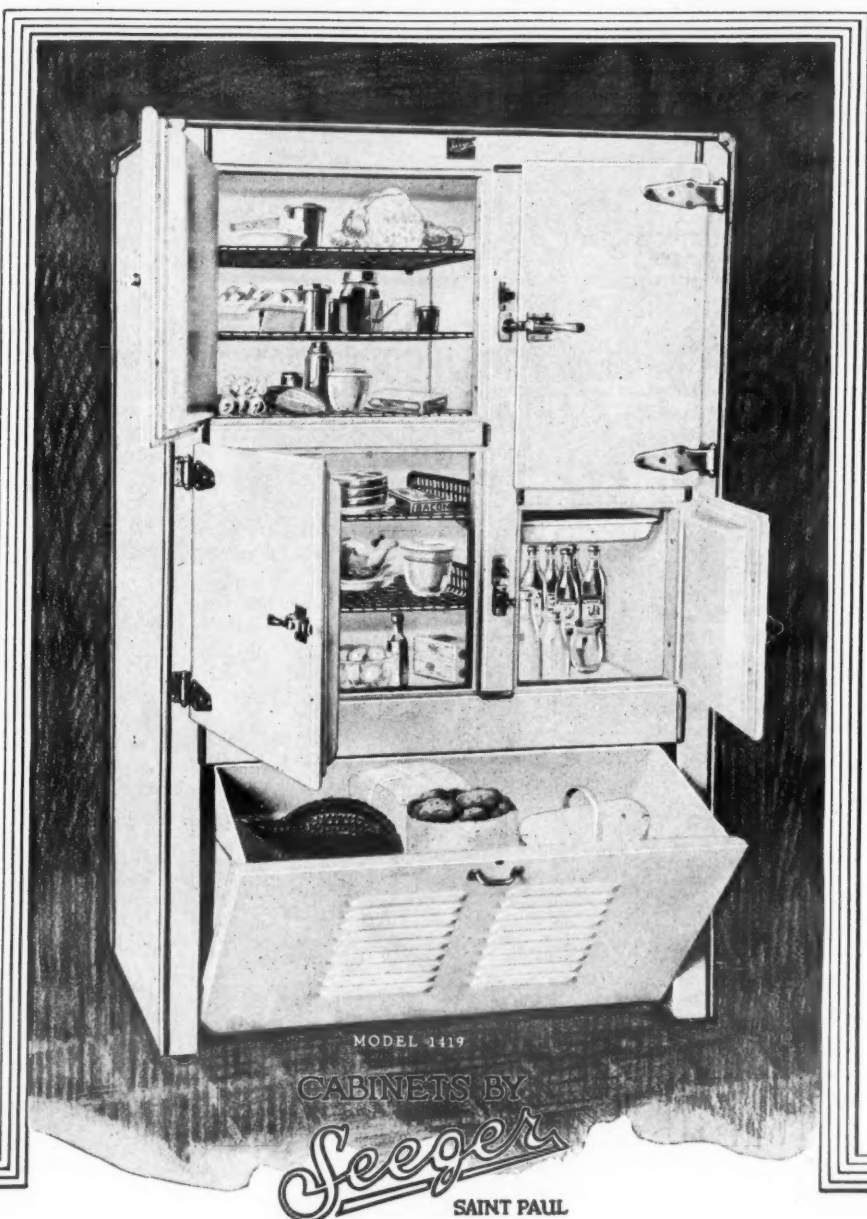
S-K-F Industries, Inc., have moved their home office from 165 Broadway, New York, to 40 East Thirty-fourth Street, New York.

New Advertising Manager of Copeland Products Inc.



ALBERT M. TAYLOR

Albert M. Taylor, who on March 1, 1927, became advertising manager of Copeland Products, Incorporated, 630 Lycaste Avenue, Detroit, Michigan, has a long and successful record in advertising and sales promotion work. For five years he was associated with the Buffalo, Rochester and Pittsburgh R. R. Company, which connection he severed to become assistant advertising manager of the H. H. Franklin Manufacturing Co., of Syracuse, N. Y., makers of Franklin motor cars. Later he became advertising and sales promotion manager of the company and was successful in both departments. Before taking charge of the advertising and sales promotion work as head of the department, he was in charge of the advertising for the Velie Motor Corporation at Moline, Ill.



The New All Porcelain Cabinets by Seeger for Electrical Refrigeration show a most decided advance in Convenience, Economy of Maintenance, Beauty of Design and Preservation of Food.

Among the many unique features of the New All Porcelain Cabinets by Seeger are:

- Porcelain Vegetable Storage Compartment
- Porcelain Defrosting Pan—No Drain
- Removable Porcelain Baffle Wall

The Representatives of Electrical Refrigeration will be pleased to show and demonstrate the New All Porcelain Cabinets by Seeger in sizes to meet your requirements.

Cabinets by Seeger for use with ice and also for commercial purposes will continue to be shown by usual representatives.

SEEGER REFRIGERATOR COMPANY

SAINT PAUL — NEW YORK — BOSTON — CHICAGO — LOS ANGELES — ATLANTA

STANDARD OF THE AMERICAN HOME

SATURDAY EVENING POST Full Page, April 2nd, 1927. Cabinets by Seeger are Built for any Standard Electric Refrigeration Unit. A Complete Line for Home, Hotel, Club and Restaurant.

Man Who Carries a Tool Kit Today Destined to Work Rapidly to the Top

Rapid Growth of Electric Refrigeration Makes Large Opportunity for Men Who Thoroughly Understand Correct Installation and Service Methods

By J. F. Hendrickson, Servel Corporation, and
C. B. Ryan, Jr., Welsbach Company

The keenest business minds of the country recognize in electric refrigeration a sure and sound promise of a most rapid industrial growth during the next ten or twenty years. No other new business, industry or profession opens up such possibilities to so many thousands.

It is always more difficult for any industry to discover and develop men capable of filling positions of high trust and heavy responsibility than it is to fill the positions near the bottom. This is even more true of electric refrigeration than it is of industry as a whole. In electric refrigeration there are fewer men between the average individual and the top.

Electric refrigeration has already developed a crying need for men trained as refrigerating specialists. Electric refrigeration is going to need, and it must have, additional thousands of skilled workers.

Electric refrigeration is admittedly in its infancy. Only a few years ago it was still in the development and experimental stage. That stage has definitely been passed. Like an infant, domestic refrigeration must either die or grow. No one can appraise the present demand for electric refrigeration without knowing absolutely and positively that it will not die. Those who grow with it will be the men—and the women—who appreciate the opportunities and the future possibilities that it opens up to them.

Progress Depends on Satisfactory Performance

The rapidity with which electric refrigeration earns general recognition as an absolute necessity for families of moderate means will depend very largely upon the performance of machines installed within the next few years. Satisfactory performance will sell more machines than all the salesmen in the country. A single dissatisfied user will cause more trouble, annoyance, inconvenience and expense than can be repaid by many sales.

So well is electric refrigeration designed and built today that faulty performance is already an exception rather than a rule, but no man-made mechanisms will function forever without attention, care or repair. This is no more true of electric refrigerators than it is of any other mechanical product which is furthering the advance of modern civilization.

Most Complaints Due to Faulty Installation

If electric refrigerators are properly installed, and if they receive proper service attention, there will seldom be a justifiable complaint against their service. Faulty performance can be traced to faulty installation or improper service attention more often than it can to any other cause.

The electric refrigeration industry will take a long and rapid step forward as soon as the men who are responsible for installation and service understand refrigeration so thoroughly that they will be fully capable of discharging their responsibility wisely and well.

No group of men in the business world today have brighter possibilities for the future than those who enter electric refrigeration in overalls. The man who carries a tool kit today, and who applies himself industriously and intelligently, is destined to work rapidly to the top of the ladder.

Within the past three years electric refrigeration has sprung into a prominence that has astounded the business world as well as the general public. A few years ago electric refrigeration was an experiment. Today approximately three hundred and fifty thousand electric refrigerators are rendering satisfactory and economical service to American housewives. The plans that are being put into execution by the leading electric refrigerator manufacturers give a clear indication of the development and rapid growth that will be seen in the immediate future.

Enormous Market To Be Developed

In 1927, manufacturers plan to build and sell more machines than have been placed in household service by the entire industry up to date. Total production for the year will probably exceed 1,000,000 machines. There are more than fifteen million American homes wired for electricity. This number is increasing at the rate of more than one and a quarter million homes per year. Every one of these represents the possible sale of an electric refrigerator.

The initial cost of electric refrigeration has already brought it within the reach of families of moderate means. The cost of operating and maintaining electric refrigeration insures such decided economies over the refrigerating methods of the past that those of moderate means can no longer afford the less convenient and more costly methods.

Intelligent men of vision do not have to be told that this will mean fortunes. Men in every branch of the industry will share this prosperity. The future looms no brighter for any of them than it does for those who are now getting the actual and practical mechanical experience that will be so imperatively needed throughout the refrigerating field.

LEGAL ACTION AGAINST ELECTRIC PANTRIES

**New York Tenement House Law
Invoked — Fine Apartment
Buildings Affected**

Following the test-case proceedings which were instituted by the Bureau of Buildings in New York City last fall, a new investigation has been started by the Bureau and the Tenement House Department to determine to what extent cooking is being done in apartment hotels in violation of the building code and the tenement house law. The survey is aimed primarily at a hundred or more of the modern and expensive apartment hotels which are equipped with "serving pantries." Such pantries are arranged with electric refrigerators and electric outlets to which ovens and other heating appliances may be attached. The equipment is presumed to permit only the warming of food sent up from the hotel kitchens, but is being used, it is claimed, for cooking complete meals by the tenants.

Eighty apartment hotel owners are afraid of the code, according to an article in the New York Times, February 26, which says: "In all cases where cooking is discovered, charges of violation of either the building code or tenement house law are led against the building owners. Between eighty and 100 violations have been filed to date, and the number is increasing daily."

"The double survey is designed to bring about a show-down in the apartment hotel cooking situation, and in doing so it is affecting property valued at half a billion dollars."

"Meanwhile, several measures have been introduced in the Legislature to exempt the buildings in question from the cooking provisions of the building code and tenement house law. One of these, introduced by Assemblyman Kahan of New York city, was rejected this week by the Assembly Judiciary Committee, but the others are still pending."

Fashionable Apartment Hotels

"The property affected includes a majority of the new and fashionable apartment hotels in Fifth Avenue and Park Lane. The individual apartments in these buildings, and in hundreds of other buildings of the same type throughout the five boroughs, are equipped with serving pantries. In the pantries are wall plugs, to which electric apparatus may be attached."

"The stated purpose of such apparatus is to warm food sent up to the individual apartment from the hotel kitchen downstairs, but officials of the Bureau of Buildings and of the Tenement House Department declare that a common use of the wall plugs is to supply current for electric stoves upon which meals are cooked."

"The owners of buildings in which this contention holds good may be proceeded against in two ways. On the certificates for the buildings issued by the Bureau of Buildings it is set forth that there shall be no cooking in the rooms. To permit cooking, therefore, is to violate the certificate and hence to violate the building code, constituting a misdemeanor."

"The other procedure is under the tenement house law, which provides that every building in which three or more families cook their meals must fulfill certain requirements of construction relative to exists and fire escapes. As the buildings in question make no pretense of fulfilling these requirements, the fact that their tenants engage in family cooking makes the owners liable to prosecution on this ground also. A violation of the tenement house law also constitutes a misdemeanor."

"The situation first came to light last fall when test-case proceedings were instituted by the Bureau of Buildings against the Morris White Holding Company, as owners of the Hotel White at Lexington Avenue and East Thirty-seventh street, where, it was charged, tenants were cooking in their apartments despite the fact that the building's certificate contained a 'no cooking' clause. The case was tried before Magis-

**A Corner of the Kansas City Electric Refrigeration Show in Which
Eight Dealers Exhibited to 22,725 Visitors**



trate Dreyer, who found the defendant company guilty and imposed a fine of \$250. His decision had an immediate and far reaching effect.

"The Bureau of Buildings thereupon started a general checkup of all apartment hotel buildings in the city."

Law Out of Date

"The building owners' contention is that the law prohibiting cooking on electric grills in their apartments is unjust and unfair. It was framed twenty-five years ago, when electric apparatus and modern fireproof building construction were virtually unknown, and had for its purpose to cut down fire hazards and unsanitary cooking arrangements in old style tenements."

"There is no more fire hazard in an electric grill than in an electric light, they point out, and the fact that their buildings are fireproof makes the possibility of a blaze still more remote. As to sanitation, the use of modern ventilating devices, together with ample window space, makes legislation to accomplish this end unnecessary."

"OWN YOUR HOME SHOW" FOR TACOMA PLANNED

News From the Northwest Cities

An "Own-Your-Home Exposition" is planned for Tacoma, Wash., the week of May 16, under the auspices of the Tacoma Real Estate Board and the chairmanship of John F. Lyon. Opportunity is offered for electric refrigeration interests to show how electric refrigeration is synonymous with pride and progress in the American home today. A committee has been appointed to handle all details of the modern home, in which all facilities for comfort and convenience will be represented.

Refrigeration Freight Rates Between Seattle and Hawaii Reduced

In order to further develop refrigeration service on liners plying between Seattle and Hawaii, lower freight rates on refrigeration cargo were placed in effect March 23, representing a reduction of about 40 per cent.

Apartments Specify Frigidaire

Frigidaire cooling is called for in plans for two apartment houses for W. G. Clark at 57th Avenue S. W. and Alki Avenue, Seattle, to be completed this summer.

LITERATURE ISSUED BY NEW YORK EDISON CO.

Employment and Personnel

"Employment and Personnel" is the subject of a radio talk made recently by Arthur Williams, vice-president of the New York Edison Company, and which has been published in leaflet form.

Electricity—the Secret of Productivity
The New York Edison Company has issued a leaflet containing a radio talk made by Arthur Williams, vice-president, entitled, "Electricity—the Secret of Productivity."

Thomas Alva Edison

The radio talk, "Thomas Alva Edison," made by Dr. John W. Lieb, vice-president and general manager of the New York Edison Company, has recently been published in leaflet form.

In every home, the spotlight of publicity has been thrown on the refrigerator—

Five years ago people bought any kind of an ice box—as long as it was cheap. But times have changed. And any electric refrigeration dealer who has installed units in cheap boxes will tell you so.

Crysteel Cabinets are built especially for electric refrigeration. They are made to please the eye of the wife and the pocketbook of the husband. Because of their scientific construction, they hold cold longer, cut down the running time of the unit, and show definite savings in cost of operation.

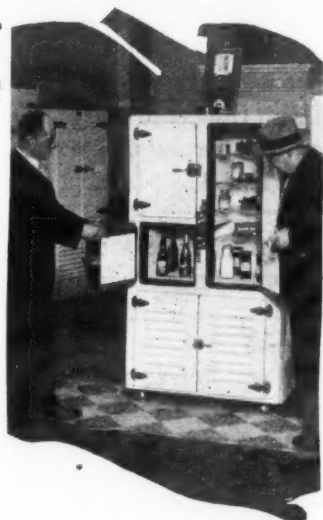
Built to fit every unit made—and to help every unit keep up its reputation. Write for details of the Crysteel Franchise—a new idea in merchandising refrigerating cabinets.

BEJAMIN ELECTRIC MFG. CO.
120 S. Sangamon St., CHICAGO

BENJAMIN

Crysteel

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CABINETS



Crysteel Cabinets are produced by a concern with a record of 25 years' reputable business dealings and ample financial responsibility. Open territory available to dealers who can meet the requirements of the Benjamin Crysteel organization.

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Forged Fittings Liquid Receivers
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Metal Refrigerator Cabinets

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MARCH 30, 1927

Ask Him!

A small booklet with the above title has been distributed by the ice companies in a number of communities in various parts of the country. At the recent meeting of the electric refrigeration committee of the National Electric Light Association, held in Chicago, information was requested regarding the affect of this propaganda. The consensus of opinion as a result of reports from various cities, is that the booklet has no adverse affect on electric refrigeration. It was generally agreed that nothing should be done to discourage the ice companies from distributing the booklet. In fact, salesmen have reported that it is helpful in stirring up interest in electric refrigeration, and that there is no difficulty in answering any of the questions which are suggested by the booklet.

It is pointed out that the salesman's greatest problem is to get an active "come back" from the prospect. Lack of interest is the principal obstacle which the salesmen have to overcome and when the prospect does "ask him" a lot of questions, even if such questions have been inspired maliciously, the salesman naturally rises to the occasion and the net result is a more complete education of the prospect on the merits of electric refrigeration.

The Central Station Viewpoint

M. E. Skinner, commercial manager of the Duquesne Light Company, Pittsburgh, Pa., writes as follows:

"I was very much interested in the editorial which appeared in the March 2 issue of ELECTRIC REFRIGERATION NEWS, entitled 'Automobile Men in the Electric Refrigeration Industry.' No doubt it must be confusing, as you indicate, to a man who comes from the automobile industry, with its well-crystallized and well-defined practices to step into the seemingly chaotic condition in which the electric refrigeration industry now finds itself, and most particularly into the uncertain conditions with regard to the distribution of this new product.

"The comparison which you draw between the central station company's position with respect to the electric refrigerator and that of the Standard Oil Company with respect to the 'flivver' is not quite fair. The gasoline filling station operator does not have to supply a separate pump for each one of his patrons, nor does his Rolls Royce patron suffer from the idiosyncrasies of his 'flivver' trade in regard to their use of his product.

"Have you stopped to consider, however, whether there is any unanimous opinion among the electric refrigerator people as to the methods which they would like to have the central stations adopt with reference to their product? You will find as many opinions among the electric refrigerator manufacturers in regard to the proper relationship with central stations as you have uncovered among the central station companies.

"I think you will find that most of the central station companies are trying earnestly to find the medium and methods whereby they can most successfully promote the electric refrigeration idea in the broadest possible way and they would welcome the united expression of opinion from the manufacturers of the electric machines as to how they could best proceed. The electric machine manufacturer must remember that the broadest distribution of electric refrigerators in general does not always mean the broadest distribution for his particular and individual refrigerators."

The situation referred to by Mr. Skinner, namely, the lack of any unanimous opinion among the electric refrigerator people as to the methods which they would like to have the central stations adopt with reference to their product, represents one of the immediate problems of the industry. There is a definite need for an association which will provide a common meeting ground where all companies in the business, large and small, may discuss their common problems.

There is an opportunity to make more active use of the facilities of existing organizations such as the National Electrical Manufacturers' Association, the American Society of Refrigerating Engineers, the National Electric Light Association, the Society for Electrical Development and the Electric Refrigeration Council. It is to be regretted that the movement started last year under the auspices of the two organizations last named, is not being carried forward on an enlarged scale during the present year.

One of the reasons for the launching of ELECTRIC REFRIGERATION NEWS was the obvious need for a medium which would serve as a clearing house for vital information and opinion about the problems of this meteoric young industry. We take this occasion to again repeat the invitation to make use of the columns of this paper for the expression of all serious and constructive views on the subject.

In brief, Mr. Skinner, you are right, absolutely right.

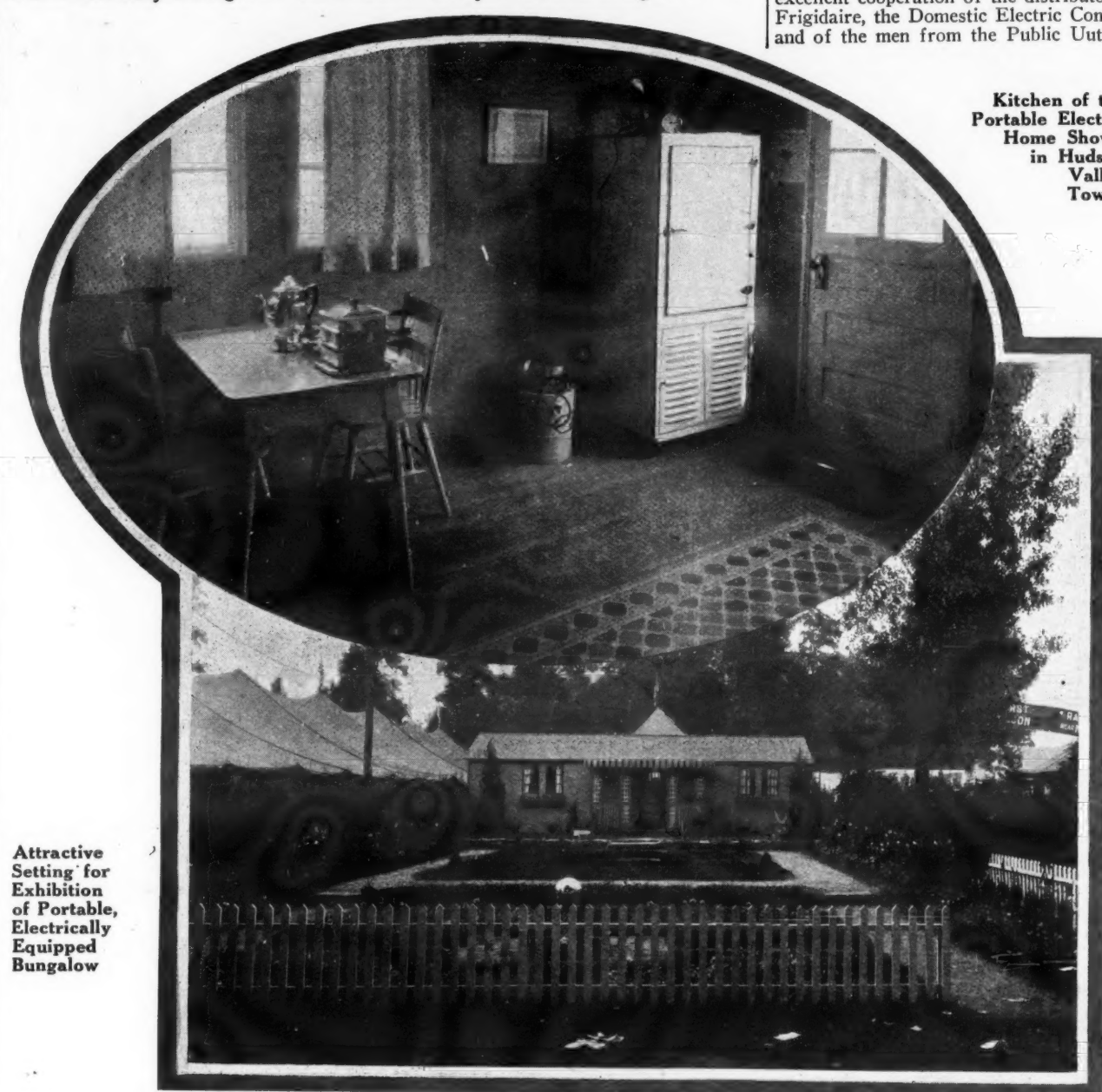
The Second Thousand

In the ninth issue of ELECTRIC REFRIGERATION NEWS, February 2, it was announced that the first thousand subscribers had been enrolled. In this, the thirteenth issue, we are pleased to announce that the enrollment has now reached two thousand. Along with the coupons and checks have come many letters commenting upon the service of the paper in most enthusiastic terms. We are conscious of the interest in, and friendly feeling toward the publication and our obligation to justify its continuance.

Taking the Electric Home to 60,000 Rural Residents

Central Station Devises Original and Effective Method of Demonstrating Electric Refrigeration and Other Home Appliances

A portable home set up, furnished and completely equipped with electric service has been used with excellent results in numerous small communities served by the Central Hudson Gas & Electric Corp., of Poughkeepsie, N. Y. How the plan was originated and developed is indicated in the following statement by C. D. Munger, of the Trades Promotion Dept., who is also secretary-manager of the Hudson Valley Electrical League:



Kitchen of the Portable Electric Home Shown in Hudson Valley Towns

Attractive Setting for Exhibition of Portable, Electrically Equipped Bungalow

"While the demonstration homes which we had conducted in the cities of our territory had been very successful in raising the standards of wiring and increasing the demands for appliances in these localities, we found that it was extremely difficult to reach our rural residents. For this reason it seemed wise to devise some means of disseminating this information in our country districts and the idea of a portable electric home came up and was developed.

"The house was a bungalow built by the McAvoy Homes, Inc., New York City, and contained a living room, bed room and kitchen. The house was very attractive in looks and real livable, even though it was constructed in sections and transported from place to place. It was exhibited for one week in each of twelve rural localities. One week was allowed for assembling, dismantling and moving. We found that it took one day to dismantle the house and a similar period to assemble it, the balance of the week being devoted to the finishing touches. It is interesting to know that the number of visitors at each demonstration exceeded by far the total population of the village, proving that the country residents were interested to the extent of traveling some distance to see it.

"The furniture and draperies were loaned by local dealers under the supervision of our Home Service Department. While favorable comments were heard because of the attractiveness of the living room and bed room, the real enthusiasm was shown in the kitchen. While it is difficult to accurately determine which appliance proved to be the most interesting, the following list shows the order in which inquiries were made:

1. Electric range.
2. Electric refrigerator.
3. Electric clothes washer.
4. Electric dishwasher.
5. Electric ironing machine.
6. Small appliances.

"This activity proved to be an excellent vehicle for the Home Service Department to reach our rural people and to show them the advantages of the electric appliances. Invitations were sent to a selected list of people who might be interested in certain appliances to attend lectures and demonstrations to be held on certain afternoons. In this way a tremendous amount

of interest was developed in electric refrigeration. Cold desserts and beverages were prepared and served to those who attended and the benefits of this type of refrigeration were explained in detail.

"Many of our visitors had never seen an electric refrigerator before, and some of the questions would seem ridiculous to the city-bred. The fact that so many who came to see the home and had never seen such appliances before proves to us that if they do not come to our salesrooms to see such appliances, we at least can bring such an exhibit to them, not only through a display but by actual demonstrations in the rural territories."

Electric Range and Refrigerator Attract Most Attention

Electric refrigeration activities in the Hudson Valley territory are further explained in an article entitled "Our First Year of Electric Refrigeration," by E. R. Mason, which appears in the Central Hudson Bulletin, extracts from which follow:

"Although electric refrigeration now holds an important place on our merchandising program, at this time one year ago we had not begun the intensive promotion of this household and commercial necessity. Our Kingston district, where one salesman was assigned to this activity, was an exception.

"As soon as the decision was made to enter the electric refrigeration field in real earnest and Frigidaire was selected after a careful review of the various models on the market, our first task was to organize for a sound market development.

"Electric refrigeration requires highly specialized selling. There are nearly five hundred combinations of Frigidaire from which to determine the one best suited to the customer's needs. Then the money involved in the sale of an electric refrigerator is considerably more than in most any of the other appliances sold by this company, which of course means greater sales resistance. When these points are recognized it is readily understood that the organization of an electric refrigeration sales force involves more time and greater training than is usually necessary in connection with other appliances. Careful preparation is also needed in the problem of installation, and until late last spring we had only one man in the whole system who was experienced in the installation of Frigidaire.

Our First Chapter in Results

"About June 1st the active sale of electric refrigeration was initiated throughout our system. Perhaps the rest of the story can best be told by records of the results. "In our first campaign, from July 6th to August 7th, 1926, a quota of 200 units was established, but the final results showed a total sale of 261 units in that period. In addition to the Frigidaire specialty salesmen, the regular appliance salesmen participated in this campaign, making a total of nineteen. Only eight of these had received any previous training in selling electric refrigeration and in the majority of cases this had been very brief. The 261 units were sold in the following proportions by the different districts: Catskill, 37; Beacon, 21; Kingston, 60; Poughkeepsie, 88; Newburgh, 50; Saugerties, 5. "A large share of credit is due to the excellent cooperation of the distributors of Frigidaire, the Domestic Electric Company and of the men from the Public Utilities

Branch of the Frigidaire Corporation. The four salesmen who were assigned to our territory during the entire campaign worked wholeheartedly and efficiently with our salesmen.

"Most of our electric refrigerator salesmen have now had the opportunity of attending some of the excellent sales schools held by the distributors, and these schools have done much to fit our men for the task they have to accomplish. We ourselves are conducting sales meetings and sales schools twice each month for electric refrigerator salesmen in our system.

Organized for 650 Sales in 1927

"During our first year of electric refrigeration, a completely organized staff has been built up, and for 1927 we have set a quota of 650 units which we expect to surpass in actual results. Specializing in electric refrigeration we now have at headquarters in the commercial department a supervisor of refrigeration sales and a refrigerating engineer. There are at the present time nine Frigidaire salesmen—four in the Poughkeepsie and Beacon division, two in the Newburgh division, and two in the Kingston and Catskill division. There is a sufficiently large staff of electric service men trained in Frigidaire installations to give prompt and efficient service on every unit sold.

"The scope of electric refrigeration has broadened so rapidly that we must be constantly alert to keep abreast of progress. According to a country-wide survey of results in merchandising electric refrigerators for the past year, compiled by the Electrical World, we stand well up in the list of public utility companies with a similar number of consumers, our total being 463 units. We cannot afford to be satisfied until we reach the saturation point, number of sales last year to December 8th and, since we shall never reach that point, we have a real job ahead of us.

"Electric refrigeration as a means of extending the utility's service in the home and in business places, building up at the same time the gross revenue per customer, has commanded a great deal of attention from central station executives. While merchandising electric refrigerators requires more specialized effort than other appliances, the reward is well worth the effort in view of its value as a load builder."

Electric Refrigeration Engineers and Salesmen in Great Demand

Commonwealth Edison Company Building Up Trained Organization—Sales and Service Methods in Chicago Outlined

The following article on the "Status and Potentialities of Electric Refrigeration," by O. R. Hogue, head lighting agent, commonwealth Edison Co., Chicago, appears in the March issue of the National Electric Light Association Bulletin:

At the present time there are over 150 separate and distinct manufacturers of small electric refrigerators. New companies are springing up constantly. This condition is similar to the one the automobile industry went through some years back. There were over 150 manufacturers of automobiles; today I understand there are less than twenty. The present day condition invites keen competition, which means cutting manufacturers profit which is not good, as it has a tendency to reduce the quality, encourage building of refrigerators at the least possible cost and sacrifice in efficiency. The manufacturers needs at the present time a fair amount of profit to be in a position to improve his product, furnish better material and give 100 per cent inspection.

Market Possibilities

The *Electrical World* published an article in the October 30 issue, stating there are 14,533,000 wired homes. The total average of saturation was 1.78 per cent for the first seven months of 1926. Statements have been made that close to a half million refrigerators were sold during the year 1926. I understand the estimates for 1927 are two million refrigerators. It is possible these figures are optimistic. In any event they are very interesting to the central station from the standpoint of income. Recent figures show the average residence customer uses from 35 to 50 kw-hr. per month. The electric refrigerator will register from 40 to 50 kw-hr. per month. This will double the income from this class of business, and put the residence business in a preferred class.

Precautions have been taken by the central stations to the extent of referring manufacturers to a committee appointed by the National Electric Light Association who investigate refrigerator and machinery. I recall three years ago when 1/2 hp. motor was standard. Through the efforts of the association this was changed to 1/4 hp. Other recommendations were made which will aid the manufacturers. I sincerely hope this policy will be continued with the hope that the association will be a help to all manufacturers of electric refrigerators in building up their product.

Must Advertise Extensively

In order for the manufacturer to introduce his product it is necessary for him to advertise extensively, both nationally and locally. This is an expense which will add to the cost and must be paid out of profits. Central stations can materially help to introduce this article through the medium of newspapers, billboards, etc. They will probably spend during the next few years approximately 20 per cent of the gross sales for publicity. This will be good business for the central station as it can be taken on without any material additions to present plant equipment, primary and secondary lines, transformers and meters.

Servicing is a most important subject to be given careful consideration. No refrigerator should be sold in any territory where there is no local 24 hours per day service. It is a fact that an electric refrigerator can be down for 4 or 5 hours and still maintain its temperature. This is not the vital question, it is the customers whom we have to deal with. They do not understand electric refrigeration, they should not be asked to do their own servicing. In fact, the seller should insist that they furnish at least one year's service to educate the customer. This class of service is expensive as it is necessary to build up an organization which can adequately handle the present and future business. The demand is very great at the present time for refrigerating engineers. For this reason it is necessary to develop men to handle this work. There should also be monthly inspections during the first year.

It is possible the manufacturers will be in a position to furnish repair parts and service similar to the service furnished by the automobile industry. Henry Ford has an excellent policy regarding question of repair parts and prices. As I understand it they are all standard and the same prices to all.

Many Selling Plans Being Used

The question of the best method to handle the selling of electrical refrigeration is one that all central station commercial managers are giving serious consideration. Questionnaires have been sent out and replies received. There are probably as many plans as there are companies. We have tried many plans and would prefer to employ salesmen on a strictly commission basis. We find the demand so great that very few salesmen will work on this basis. We have found it necessary to pay drawing accounts from \$100 to \$225 per month, depending upon the class of sales. The selling has been divided into three divisions, residence, wholesale (buildings having over six apartments) and commercial.

The compensation is based on the margin of profit. For retailing individual units, 10 per cent. The minimum on wholesale should be 5 per cent. Commercial selling is more difficult, for this reason we figure 10 per cent should be paid in single lots; in quantities the commission is reduced. We have nearly half a hundred salesmen selling electric refrigerators. Our quota for 1927 is 2,000 machines.

On account of the large first cost it is necessary to extend the payments over a given term. We are offering our customers 18 months to pay, 10 per cent down and the balance in equal monthly installments; 6 per cent is added for carrying charges.

In order to develop refrigeration to the highest efficiency, it will be necessary for manufacturers to receive a fair return for their merchandise. It will also be necessary for the central stations or others selling electric refrigerators to have a sufficient spread. Profits will be absorbed in service furnished, publicity, etc.

The central station needs the business, the customers need the refrigerators and the manufacturer is anxious to increase his output. Refrigeration has come to stay and will stay because it is a necessary addition from the standpoint of preservation of foods, economy and cleanliness. It is entirely up to the manufacturer to furnish the public with the best refrigerator, and change models as seldom as possible.

Commonwealth Edison Experience Forty Retail Salesmen

The following notes on the experience of the Commonwealth Edison Company in marketing refrigerators may be of interest:

The most important educational campaign should be sponsored by the central station, that is, sell to individual customers a refrigerator. This can be handled in various ways. The Commonwealth Edison Company has a crew of salesmen, approximately forty, with two supervisors. The city of Chicago is divided into two parts, half of the organization operating in one half of the city, and the others in the other half. They meet in an outlying store location each morning and begin their daily work by going in groups and systematically canvassing each and every house in their district. This canvassing is supported by two newspaper ads per week, approximately 150 lines on three columns. We have several attractive billboards. We use street car cards, periodicals, programs, and our Edison Service News which goes to each and everyone of our customers at least once each month.

Four Wholesale Salesmen

We have four salesmen selling wholesale to large apartment buildings and hotels where the customers' demands are more than six units. Their duties are to call on architects, builders and owners.

Five Commercial Salesmen

We have five salesmen selling commercial, with one supervisor, who are doing a fair amount of business, two or three per week. The income as a rule is from \$5 to \$10 per month per customer. We find, of all the installations we have sold, we have yet to find a dissatisfied customer. Customers feel electric refrigeration is an asset which will save them considerable money in preserving foods and maintaining temperatures.

Demonstrations at Customer's Home

We have one woman whose sole duty is to call on all users of electric refrigeration and offer her services free for individuals or in collective groups. If the customer wishes to give a party, our demonstrator will call and prepare frozen dainties without expense to the customer. We also furnish our customers with a recipe book.

HOTEL WINDOW USED TO DISPLAY REFRIGERATOR

An effective location for an isolated display has been found by the Harloff-Loprich Co., Madison, Wis., Kelvinator distributors. A window space, about eight feet by fourteen, has been rented in the Park Hotel. On one side of the Kelvinator window is the hotel entrance, and on the other a large modern drug store.

The Park Hotel, one of the most exclusive in Madison, is located on Capitol Square, the most fashionable square in the city. Directly across the street is the state capitol building with its daily thousand visitors. At night the effect of the display is very striking for a blue light is used which makes the window visible from a great distance. According to officials of the Harloff-Loprich store, a great many inquiries have resulted from this display in the hotel.

To Manufacture Refrigeration Accessories

M. Lassen, consulting engineer, Detroit, is now associated with the Goodnow & Blake Manufacturing Company, 3840 Beaver Street, Detroit, and will direct the manufacture of automatic controls, thermostats, shaft seals, floats and light stampings for the electric refrigerator and oil burner manufacturers. George J. Corte is president, Albert F. Corte, vice-president, and E. B. Goodnow, secretary-treasurer. Production will be limited for the next month or six weeks. Prior to this time the company has manufactured automotive parts.

An Aggressive Refrigeration Campaign

"Cooperation of every employee of the Tyler office of the Texas Power & Light Company is credited with putting over one of the most successful seasons of electric refrigeration sales campaigns ever held in the East Texas city.

"Carrying out a plan to keep electric refrigeration and the name of the refrigerator being sold before the public, a large truck was engaged to haul refrigerators from the warehouse to the office and thence to the customers' homes as sold, with signs across the truck reading "Electric Refrigerator Delivery."

"Three or four refrigerators were hauled at a time, the truck being driven several blocks out of the way in order that they might be carried through the main business section of the city to get the advertising benefit of an adequate display. Advertising was carried in local newspapers, which also ran news stories about the first carload of refrigerators received in Tyler.

"Window displays were illuminated with colored lights, and the displays changed every two or three days to maintain interest. The refrigerators were uncased on the sidewalk in front of the company's office, to attract attention, and a huge banner, "Ice by Wire," was stretched across the street in front of the office."—*Electrical South*, February, 1927.

Topeka Dealers Stress Value of Newspaper Advertising and Aggressive Personal Selling

The Austin Company, Topeka, Kansas, Copeland dealer, employs newspaper advertising for educating housewives to the practical value of electric refrigeration. The following facts, recently presented, created much "buying interest":

"A test conducted by the domestic science department of a prominent university demonstrated that lettuce, tomatoes, celery and other vegetables can be preserved perfectly for seven days and longer in a refrigerator equipped with Copeland electric refrigeration."

In its advertising, the Austin Company is careful to emphasize economy and general desirability. It stresses the fact that every installation is "backed" by the company's guarantee of satisfactory performance. The Austin Company finds housewives are most easily influenced through publicity which offers helpful hints and accurate facts regarding what electric refrigeration will accomplish in the average home.

This Dealer Favors "Well Balanced" Sales Policy

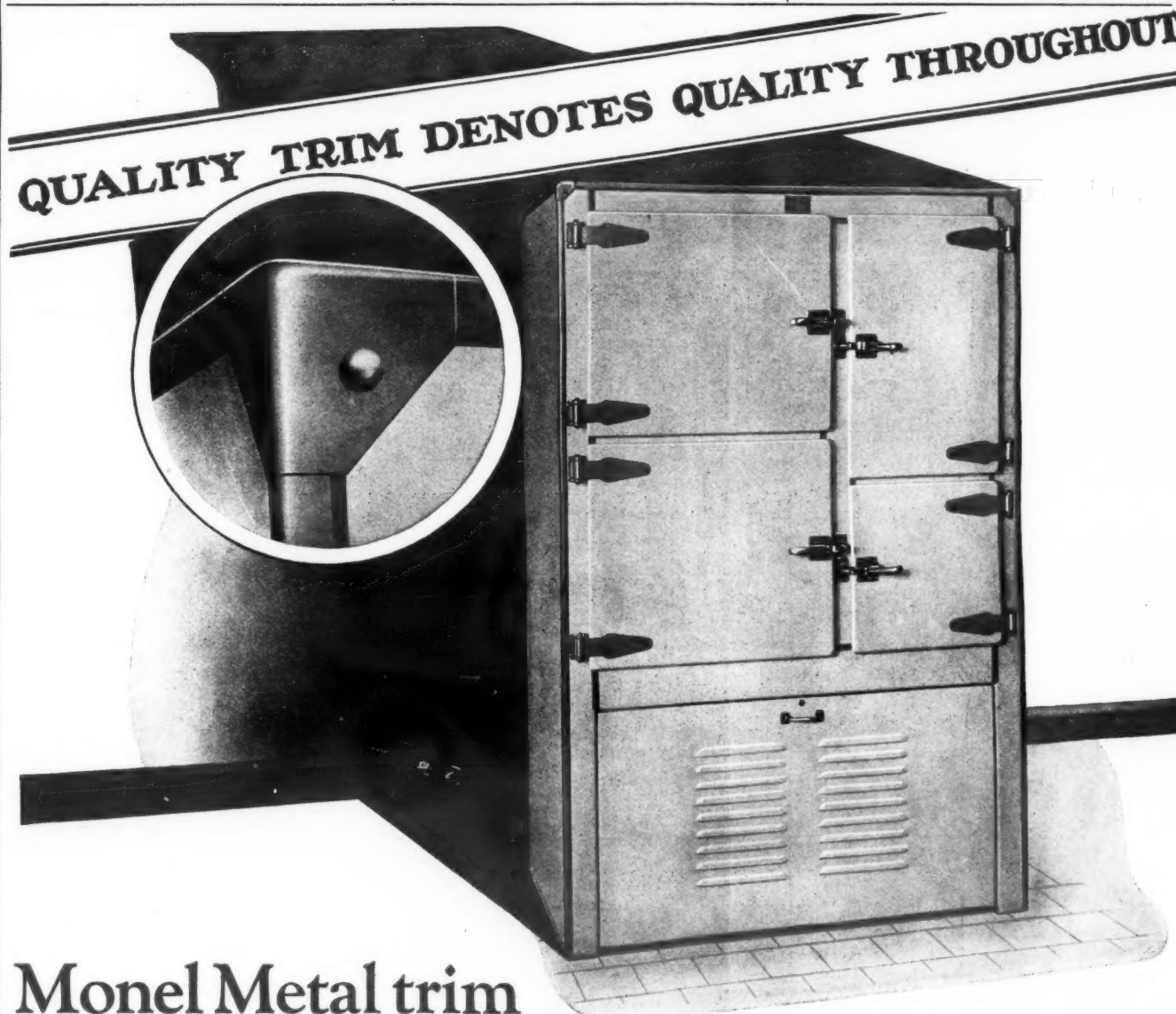
P. L. Reed, Frigidaire dealer at Topeka, finds newspaper advertising, attractive display and thorough demonstration should be used in correlation. Mr. Reed has an attractive display room. He attracts prospects to the display room through advertising, then focuses their attention on the outstanding features of his refrigerators. He gives special attention to demonstrating that the modern electric refrigerator means care-free, automatic refrigeration, permanent independence of outside ice supply, and freedom from food spoilage. Mr. Reed finds the average customer desires to know all about the electric refrigerator, and he makes a point of satisfying customers regarding such salient considerations as operation, economy, service, etc.

This dealer stresses quality and economy in his advertising; he also keeps prospects informed regarding his facilities for service. The fact that a small first payment will permit the customer to profit from electric refrigeration is emphasized in his advertising. This "well balanced" sales policy is accelerating sales.

How Emahizer-Spielman Boost Refrigerator Sales

Aggressive publicity, coupled with personal solicitation, forms an effective combination for moving refrigerators in profitable volume, according to Emahizer, Spielman, Zerozone, dealers at Topeka. This firm is well qualified for introducing electric refrigerators, as it has featured refrigerators intensively for many years, and has been selling three carloads annually. They have started the 1927 refrigerator season with two carloads (ice and electric.)

"We have tested the value of different forms of publicity," states the advertising manager. "At present, newspaper publicity brings about fifty per cent of our new customers, while the other fifty per cent are recruited through displays and personal solicitation. Our expenditure for newspaper advertising runs about three per cent on sales. The main essential in advertising refrigerators is to describe, illustrate and price the merchandise. In our advertising we use sufficient space to accurately describe the refrigerators; we find the right way to secure profitable results from newspaper publicity is to describe specific values, and to make each advertisement replete with helpful suggestions. We make a practice of backing up every claim made in our publicity; for patrons must be assured of efficient service before publicity has full value for drawing trade.



Monel Metal trim

was adopted by *Seeger* to insure saleability and customer satisfaction

To meet the demands of 1927 buyers, refrigerators must look clean and attractive. Seeger is only one of many leading refrigerator manufacturers who have adopted Monel Metal trim because:

1. It has a permanently bright attractive surface—it dresses up the refrigerator.
2. Its corrosion-resistance makes it easy to clean and keep clean.

3. It is inherently rugged—hard to dent or scratch.
4. It has no coating to wear off.
5. Its permanent ornamental value helps sell the refrigerator.
6. Last, but not least: It is available in ample quantities in desired dimensions, shapes and forms.

IMPORTANT: Refrigerator buyers are recognizing a quality refrigerator by its Monel Metal trim.

Monel Metal is a technically controlled Nickel-Copper alloy of high nickel content. It is mined, smelted, refined, rolled and marketed solely by The International Nickel Company. The name "Monel Metal" is a registered trade mark.

Monel metal

THE INTERNATIONAL NICKEL COMPANY (INC.), 67 WALL STREET, NEW YORK CITY

Electric Refrigeration Patents

A Classified Record of All Electric Refrigeration Patents Issued
Up to January 1, 1927—Third Installment

Compiled by H. R. Van Deventer

The United States Patent Office classifies all issued patents according to subject matter, and in accordance with an Official Classification. The patents pertaining to refrigeration are contained in one major class, which is in turn divided into 178 sub-classes.

These sub-classes include in addition to the iceless refrigeration machines and processes, other sub-classes pertaining to ice refrigerator boxes and ice buildings, cars, ships, and wagons, and also systems of air cooling such as are used in theaters and public buildings. There is also included sub-classes on automatic control of the iceless machines.

Following is the third installment of the complete list of all patents contained in the Official Sub-classes on iceless refrigeration machines and automatic control. The definitions appearing at the head of each sub-class are those officially given thereto by the United States Patent Office.

Sub Class 98 Refrigerators, Air Cooled, Expansion in Chamber, Expansion Motor

Air-cooled refrigerators having a compressor, a cooler, and an expansion motor from which the air expands into the refrigerating chamber.

101,198, F. Windhausen	Mar. 22, 1870
106,722, C. Plagge	Aug. 23, 1870
Re. 4,603, Franz Windhausen	Oct. 17, 1871
163,279, A. H. Tait	May 11, 1875
210,979, J. H. Fryer	Dec. 17, 1878
210,985, G. G. Wherry	Nov. 4, 1879
Re. 8,955, J. A. Whitney	Apr. 6, 1880
226,281, J. J. Coleman	Sept. 7, 1880
231,886, L. Allen	July 12, 1881
244,236, E. Hill	July 18, 1881
244,601, E. Hill	July 19, 1881
244,602, E. Hill	July 19, 1881
250,016, J. Tiffany	Dec. 6, 1881
250,586, N. Selfe	Jan. 24, 1882
252,766, E. Hill	Oct. 10, 1882
265,627, O. Parker	Dec. 18, 1883
260,600, C. C. Palmer	Jan. 15, 1884
291,914, S. H. Linn	June 22, 1886
343,035, E. Kauffeld	Oct. 25, 1886
344,006, C. C. Palmer	Oct. 25, 1886
485,149, J. Buckner	Feb. 27, 1894
515,585, E. Hill	Dec. 28, 1897
596,386, B. A. Smith	Sept. 6, 1898
610,276, E. C. Nichols	Jan. 2, 1900
640,320, A. D. Moran	July 24, 1900
648,422, J. D. Moran	July 24, 1900
654,576, G. H. Abrams	July 31, 1901
654,789, D. McGill & F. W. Tannett	July 31, 1901
668,540, O. P. Osterberg	May 21, 1901
674,822, G. H. Abrams	Oct. 13, 1903
741,591, F. Place	Oct. 13, 1903
855,768, F. J. Gilroy	Sept. 26, 1916
1,099,486, F. F. Nauer	July 1, 1924
1,499,489, R. W. Tibbitts	Aug. 25, 1925
1,500,961, W. J. Hawkins	Jan. 5, 1926
1,568,230, L. Lundgaard	

Sub Class 99 Refrigerators, Surface Cooler

Refrigerators cooled by a fluid passing through a conduit or casing, which transfers the heat of the refrigerator to the fluid.

46,595, D. E. Somes	Feb. 28, 1865
46,596, D. E. Somes	Feb. 28, 1865
51,237, D. E. Somes	Nov. 28, 1867
70,909, D. E. Somes	Nov. 28, 1867
101,876, D. L. Holden	Jan. 12, 1870
146,267, A. Muhl	Nov. 28, 1876
184,797, G. C. Quezada	June 26, 1877
192,497, E. Fixary	Dec. 28, 1880
235,870, E. A. Havt	Feb. 1, 1881
272,236, W. F. Bigelow	July 12, 1881
244,301, T. L. Rankin	Oct. 12, 1881
247,372, W. T. Lyons	Jan. 17, 1882
252,553, T. S. Verv	April 4, 1882
256,023, R. A. Messervy	April 11, 1882
256,350, C. G. Mayer	Oct. 17, 1882
266,160, D. D. Cogswell	Feb. 20, 1883
272,654, H. Stollwerck	May 12, 1883
283,637, L. N. Mills	Mar. 11, 1884
295,110, J. Burke	July 22, 1884
302,443, J. J. Suckert	Nov. 4, 1884
307,484, P. J. McDonald	April 28, 1885
316,900, T. Krause	July 7, 1885
321,601, D. H. Hennessy	July 7, 1885
321,602, D. H. Hennessy	July 7, 1885
337,394, J. Goodale	July 13, 1886
345,550, C. F. Smith	July 27, 1886
346,354, A. J. Chase	Aug. 28, 1886
388,722, J. King	Nov. 13, 1888
392,917, R. F. Abraham	Mar. 5, 1889
399,207, L. N. Jacobs	Dec. 10, 1889
470,167, C. F. Paige	July 12, 1892
478,898, J. T. Westwood	Nov. 22, 1892
486,655, L. C. Williamson	June 20, 1893
500,088, M. Wanner	Sept. 12, 1893
504,986, J. Kurtz	Jan. 23, 1894
513,407, A. S. Miller & J. E. DuBois	July 24, 1894
520,442, C. S. Miller & J. E. DuBois	July 24, 1894
523,412, T. Scheffler	Dec. 11, 1894
530,535, O. Kuphal	Apr. 16, 1895
535,590, M. Wanner	Feb. 16, 1897
577,327, W. F. Singer	June 6, 1899
626,389, J. McCreary	Sept. 10, 1899
632,356, W. S. Shaw	Oct. 10, 1900
634,702, H. B. Murdock	Mar. 26, 1901
670,443, W. E. Vernon	May 14, 1901
674,054, W. Burns	July 30, 1901
679,526, W. B. Carnay & L. C. Schwarz	Nov. 19, 1901
687,101, C. Zimmerman	Nov. 19, 1901
687,344, M. E. Schmidt & T. J. Ryan	Nov. 19, 1901
710,791, L. Michel	Oct. 5, 1902
728,702, A. F. George & F. Rademacher	May 19, 1903
871,397, J. J. Glauser	June 9, 1903
890,427, A. J. Bavier	Dec. 22, 1909
907,559, C. S. Carpenter	Jan. 11, 1910
938,554, E. Goodchild	Sept. 20, 1910
970,807, A. Faget	Sept. 27, 1910
971,162, E. T. Winkler	Feb. 28, 1911
985,620, J. B. Monette	Dec. 12, 1911
1,011,407, E. Carpenter	Jan. 20, 1912
1,015,957, E. E. Perkins	Aug. 28, 1912
1,036,323, E. E. Perkins	Aug. 28, 1912
1,048,800, A. E. Bosse	Aug. 4, 1914
1,105,783, H. M. Hobart	Mar. 2, 1915
1,129,991, A. M. Kjaersgaard	June 15, 1915
1,143,243, L. H. Vogel & J. Burrows	Oct. 12, 1915
1,156,252, C. G. Simon	July 11, 1916
1,422,628, J. S. Shaw	Nov. 28, 1922
1,436,884, J. B. Lacy	Apr. 3, 1923
1,436,884, J. B. Lacy	Apr. 3, 1923
1,543,346, G. T. Haglund	Sept. 22, 1925

Sub Class 101. Refrigerators, Surface Cooler, Liquid Circuit

Refrigerators cooled by means of a liquid cooler arranged in circuit with the liquid cooler.

46,594, D. E. Somes	Feb. 28, 1865
123,697, D. L. Holden	July 1, 1873
140,375, T. D. Kinman	Apr. 11, 1876
150,644, J. J. Craven	May 23, 1877
175,939, T. Krause	Aug. 21, 1877
186,581, J. W. Cornell	Mar. 25, 1879
194,414, G. W. Cornell	Mar. 25, 1879
213,530, B. Rose	May 13, 1879
215,272, B. W. Gillett	Sept. 2, 1879
219,131, J. A. Rankin	Oct. 7, 1880
220,422, T. C. Eastman	Feb. 17, 1880
224,521, T. C. Eastman	Jan. 4, 1881
236,339, K. Knott	Jan. 4, 1881

Sub Class 103 Refrigerators, Surface Cooler, Condenser

Surface cooled refrigerators or chambers in which there is a surface cooler provided with means for removing the condensation collected from the air in the chamber.

14,510, A. S. Lyman	Mar. 25, 1855
Re. 2,936, B. M. Nyce	Nov. 7, 1865
50,790, S. R. Beckwith	Aug. 14, 1866
57,117, Gallup & Wood	Sept. 4, 1866
57,670, J. A. Boyer	Apr. 2, 1867
63,405, T. C. Lowe	Jan. 14, 1868
73,292, E. D. Brainerd	Jan. 21, 1868
80,080, J. Martin	Nov. 30, 1869
97,264, L. Angster	June 28, 1870
104,814, L. Angster	June 27, 1871
Re. 4,437, E. D. Brainerd	Aug. 1, 1871
117,572, B. F. Smith	Feb. 24, 1871
Re. 5,772, B. M. Nyce	Aug. 18, 1874
154,068, W. Cleveland	Sept. 7, 1875
167,446, H. G. Gleyre	Nov. 16, 1875
169,903, M. Harris	Dec. 7, 1875
170,730, M. Harris	Dec. 7, 1875
170,844, L. K. Thoma	Dec. 7, 1875
171,591, A. W. Zimmerman	Jan. 18, 1876
182,126, M. Moon	Feb. 27, 1877
187,935, F. A. Thompson	June 19, 1877
192,234, T. Cook	Mar. 19, 1877
Re. 8,129, G. Wood	Apr. 16, 1879
202,509, H. W. Gillett	May 13, 1880
215,272, J. J. Coleman	July 6, 1880
229,750, R. Portner & B. E. J. Ellis	Aug. 17, 1880
231,168, E. & B. Holmes	Nov. 23, 1880
234,788, K. Knott, Jr.	Jan. 4, 1881
236,339, K. Knott, Jr.	Jan. 4, 1881
237,236, W. F. Bigelow	Feb. 12, 1881
244,301, T. L. Rankin	Jan. 13, 1881
247,020, G. W. Deitzler	June 13, 1882
250,401, J. W. Kepler	Aug. 15, 1882
262,870, C. T. Whedon	May 1, 1883
276,590, J. T. Irish	May 1, 1883
276,590, J. T. Irish	May 1, 1883
285,893, J. Hess	June 3, 1884
302,530, C. Vogel	July 7, 1885
302,602, D. Hennessy	Oct. 20, 1885
328,685, H. C. Johnson	Nov. 10, 1885
330,208, J. D. Colony	May 18, 1886
341,906, C. F. Smith	July 27, 1886
348,119, J. D. Colony	Aug. 24, 1886
348,119, J. D. Colony	Aug. 24, 1886
348,119, J. D. Colony	Aug. 24, 1886
368,694, C. F. Dexter	Oct. 11, 1887
371,180, A. F. Deaux	Nov. 2, 1887
375,166, C. F. Paige	July 12, 1889
478,801, S. P. Mayo & G. A. Peple	Nov. 15, 1892
486,286, M. Greenbaum	Aug. 7, 1894
524,249, F. B. Hill	Mar. 5, 1895
535,175, C. F. Schwartz, Jr.	Mar. 5, 1895
535,830, J. Horn	Mar. 5, 1895
594,413, C. J. Medberry & J. T. Gurney	Nov. 30, 1897
634,583, J. L. Morris	Oct. 10, 1899
637,383, T. H. Gore	Nov. 21, 1899
644,847, M. Cooper	Mar. 13, 1900
645,210, H. L. Murdock	May 22, 1900
649,319, J. J. Bailey	May 22, 1900
659,468, M. Cooper	Feb. 19, 1901
668,563, A. E. Kayser	July 30, 1901
678,566, W. B. Carnay & L. C. Schwarz	Feb. 11, 1902
692,901, J. N. Phifer	May 19, 1903
728,702, A. F. George & F. Rademacher	May 19, 1903
734,248, E. J. Willis	Mar. 15, 1904
754,749, M. Cooper	Apr. 19, 1904
757,822, E. P. F. Magniez	Nov. 7, 1903
803,887, A. Deaux	Dec. 23, 1907
837,453, A. S. Hickley	Apr. 23, 1908
855,166, A. S. Hickley	Apr. 23, 1908
894,279, J. A. McKee & G. R. Evans	Aug. 11, 1908
895,962, C. Chase	June 1, 1909
923,624, W. H. Carter	June 8, 1909
924,676, C. O. Lee	June 22, 1909
925,887, M. R. Farrar	Nov. 23, 1909
938,554, G. H. Bailey	Dec. 12, 1911
949,953, G. H. Bailey	Dec. 12, 1911
1,011,407, E. Carpenter	Jan. 9, 1912
1,014,190, C. A. Wenborne	Aug. 26, 1913
1,071,449, J. W. McAfee	Nov. 18, 1913
1,079,009, J. C. Palmer	Nov. 18, 1913
1,079,009, J. C. Palmer	Nov. 18, 1913
1,085,953, S. Mackin	Apr. 30, 1915
1,161,992, J. E. Starr & C. C. Palmer	May 27, 1919
1,304,955, W. A. Freeman	Dec. 2, 1924
1,517,534, L. G. Copeman	Apr. 7, 1925
1,532,936, J. G. Peck	Apr. 7, 1925

Sub Class 104 Refrigerators, Liquid-Contact Cooler

Refrigerators cooled by direct contact of the air of the refrigerator with a cooled liquid.

117,087, C. P. Leavitt	July 12, 1871
118,411, E. C. Weld	Nov. 22, 1871
144,577, A. H. Tait	Mar. 28, 1876
175,291, S. D. Lount	Feb. 26, 1878
Re. 8,109, J. L. Alberger	Apr. 23, 1878
202,867, A. C. Rand	Feb. 22, 1881
237,953, D. Boyle	Oct. 3, 1882
265,253, J. Reid	July 24, 1883
290,483, E. Schroder	Dec. 18, 1883
311,298, W. H. Doughty	Jan. 27, 1885
319,274, T. R. Wingrove	June 11, 1885
324,229, A. J. Chiswell	Mar. 9, 1886
337,446, T. F. Cramer	Aug. 3, 1886
346,807, C. N. Swift	Dec. 20, 1891
420,317, C. J. Davis	Sept. 12, 1893
504,986, J. Kurtz	Apr. 13, 1900
601,716, J. Sedlack	Feb. 13, 1900
643,269, J. W. Vollmann	Nov. 15, 1900
649,558, C. T. Ryan	May 5, 1902
687,341, J. E. Lawrence	Aug. 12, 1902
706,511, E. Barrath	May 7, 1907
852,543, H. E. Deckebach	Nov. 19, 1907
871,397, J. J. Glauser	June 2, 1908
889,627, L. Levy	June 16, 1908
891,020, D. F. Solliday	June 22, 1909
925,887, M. R. Farrar	Nov. 23, 1909
1,014,190, C. A. Wenborne	Aug. 26, 1913
1,071,449, J. W. McAfee	Nov. 18, 1913
1,079,009, J. C. Palmer	Nov. 18, 1913
1,085,953, S. Mackin	Apr. 30, 1915
1,161,992, J. E. Starr & C. C. Palmer	May 27, 1919
1,304,955, W. A. Freeman	Dec. 2, 1924
1,517,534, L. G. Copeman	Apr. 7, 1925
1,532,936, J. G. Peck	Apr. 7, 1925

Sub Class 105 Ice Making Apparatus

Apparatus peculiarly adapted for making ice.

63,404, T. S. C. Lowe	Apr. 2, 1867
191,256, C. L. Riker	July 13, 1880
230,025, O. Kropff	July 25, 1880
261,810, T. Cook & O. Albrecht	Oct. 27, 1885
329,409, A. G. Southby	Mar. 2, 1886
337,318, J. S. Field	Aug. 2, 1886
346,576, J. N. Briggs	Sept. 6, 1887
369,389, J. N. Briggs	Mar. 5, 1889
399,012, J. N. Briggs	Apr. 1, 1890
424,706, J. G. Gudes & B. Thoens	Apr. 1, 1890
425,325, O. P. Jacques	Apr. 18, 1890
457,917, T. Shaw	Sept. 22, 1891
460,028, E. A. Quisenberry	Sept. 27, 1892
483,397, A. Smith	Oct. 25, 1893
485,149, J. B. Hill	Oct. 17, 1894
507,004, S. W. Johnson	June 19, 1894
521,469, S. W. Johnson	Nov. 20, 1894
529,356, L. Block	Dec. 11, 1894
530,526, D. L. Holden	Dec. 11, 1894
530,527, D. L. Holden	Dec. 11, 1894
576,724, R. Reynolds & B. M. Kirker	Feb. 16, 1897
577,175, R. Kirker	Feb. 16, 1897
607,764, T. L. Rankin	July 19, 1898
607,765, T. L. Rankin	Oct. 3, 1899
634,350, A. H. Hutchinson	Dec. 5, 1899
638,491, F. Allen	Dec. 5, 1899
638,577, J. F. Harris	Dec. 23, 1900
641,821, J. F. Wagner & A. Prieston	May 1, 1900
648,422, J. D. Moran	May 1, 1900

654,395, N. H. Hiller & H. Torrance,	July 24, 1900
Jr.	Feb. 12, 1901
667,897, E. J. Ulrich.	April 16, 1901
672,036, A. Freeston	June 4, 1901
675,671, A. Peter	
678,017, H. A. MacClymont & W. F.	
Sims.	July 9, 1901
681,348, T. Shiple	Aug. 27, 1901
686,268, E. G. DeRy	Nov. 12, 1901
703,353, S. N. Smith	June 24, 1901
704,382, J. Scheideman	July 8, 1902
865,040, D. L. Holden	Sept. 3, 1907
899,925, T. L. Valerius	Sept. 29, 1908
899,925, T. L. Valerius	Sept. 29, 1908
899,928, T. L. Valerius	Dec. 28, 1906
Re. 13,062, A. Brantigan	April 26, 1906
955,965, H. Miller	Sept. 13, 1901
970,051, N. H. Hiller	Sept. 27, 1919
971,183, A. Faget	Dec. 13, 1919
978,279, A. Faget.	April 11, 1911
989,044, James P. Pool	April 25, 1911
990,591, W. T. Ray	Mar. 19, 1911
1,020,759, N. H. Hiller	April 30, 1911
1,024,676, N. H. Hiller	Sept. 24, 1911
1,039,586, J. Patten	Jan. 12, 1911
1,051,206, E. L. Williams	Mar. 12, 1911
1,054,771, D. L. Holden	Mar. 4, 1911
1,054,772, D. L. Holden	July 1, 1911
1,066,348, G. T. Vorhees	Sept. 2, 1919
1,071,740, N. H. Hiller.	Dec. 9, 1919
1,080,540, W. Cooper	Jan. 5, 1919
1,123,537, H. D. F. Huizer	Mar. 9, 1919
1,130,960, W. T. Carter	June 15, 1919
1,143,185, De V. Grant	Nov. 15, 1919
1,158,592, T. L. Valerius	Aug. 1, 1919
1,194,430, M. Schilde	April 3, 1919
1,221,054, J. W. Hyatt	Mar. 20, 1919
1,449,225, W. Griesser	April 17, 1919
1,451,903, O. Field	Feb. 26, 1919
1,484,982, G. B. Bright	Dec. 28, 1919

LOS ANGELES SERVEL SALESMAN SETS RECORD

Sells \$65,000 Worth of Refrigerators in the Short Month of February

It is a far cry from the wine salesman of pre-Volstead days to the modern electric refrigerator salesman, but C. S. Harrison, who made a record peddling California's liquid fruit up and down the sunny Pacific Coast way back in those damper



C. H. HARRISON

days, and who is now connected with the retail store that serves Servel to folks who live where "the sunshine spends the winter," proved that all selling looks alike to the real salesman, when he turned in orders for Servel refrigerators amounting to \$65,000 during the month of February!

Since 1907 Mr. Harrison has had a varied and successful business experience. Having made a success of every undertaking with which he has been associated, it was only natural that when he came with Servel he immediately saw wonderful possibilities in this verdant field, and as Mr. Edison remarked at one time in connection with the phonograph, "I would like to see one in every American home," so thought Mr. Harrison about the electric refrigerator, and he decided he would start to accomplish this feat in Los Angeles. Even at the rate Mr. Harrison is going, it will be some time yet before one man will be able to accomplish this Herculean job alone, but we must all admit that he has made a good start, and if he could only be assured of enough time, we believe that success would crown his efforts.

While it is a fact that electric refrigeration as a principle is sold—and sold in a very definite way—to the public, yet, being a highly specialized appliance, it must be admitted that it takes a high-grade, high-class salesman to sell it to the individual to any great extent. *Harrison is just that sort of a salesman!* He was not satisfied to peddle—he knew that to sell electric refrigerators he must know all about the refrigerator, its mechanism, the cycle of refrigeration, what it would do for the purchaser, the electric refrigerator in new homes and apartment houses as an investment for the owner, and how to put up a logical, attractive sales talk and put it over in an enthusiastic manner. He made up his mind not simply to sell electric refrigeration, but to sell *Servel Electric Refrigeration*, never mentioning the fact that there might be other makes, and never allowing himself to be dragged into knocking the other fellow's product.

JANUARY EXPORTS OF ELECTRIC REFRIGERATORS

A report of the Department of Commerce, Bureau of Foreign and Domestic Commerce, Washington, D. C., shows exports of electric refrigerators during January as follows:

Countries	Refrigeration Sets Up to 1 Ton Capacity	Number	Dollars
Belgium	17	2,615	
Denmark and Faroe Isl.	32	14,389	
France	6	939	
Germany	80	13,944	
Italy	33	4,575	
Rumania	1	474	
Spain	5	1,503	
Switzerland	85	11,390	
United Kingdom	79	14,264	
Canada	45	3,198	
Nicaragua	1	4,615	
Salvador	3	555	
Mexico	4	714	
Bermuda	10	1,937	
Other Brit. West Indies ..	2	761	
Cuba	7	1,088	
Dominican Republic	2	330	
Haitian Republic	2	385	
Argentina	85	9,410	
Brazil	195	24,457	
Chile	20	2,269	
Peru	1	279	
Uruguay	11	918	
Venezuela	57	4,511	
British India	61	4,675	
British Malaya	2	500	
Ceylon	2	287	
China	17	1,889	
Philippine Islands	19	4,060	
Australia	92	21,865	
New Zealand	8	3,325	
British East Africa	2	375	
Brit. South Africa	62	14,583	
Egypt	2	1,888	
Total	1,107	172,967	

QUICK WAY TO MAKE A WINDOW DISPLAY SIGN

Enameled, metal or glass letters and numbers of the kind which are cemented on to windows to announce the firm's name may be used effectively laid on the floor of a window display. Very often a crepe paper carpet in the window cannot be used on account of drafts from a fan or door.

Window letters in a case of this kind solve this problem and at the same time give the opportunity of driving home a slogan, name or price by simply arranging the letters. For repeated use the letters can be bought outright or an arrangement may be made with the firm's sign maker.

A NEW IDEA FOR APARTMENT OWNERS

Charles H. Thompson is constructing an apartment on Saratoga Avenue, Yonkers. He wants his apartments to appeal particularly to the younger married set. So he has supplied his apartments with all sorts of labor-saving devices, electric refrigerators and push-button elevators. But he has gone further than this. He has completely furnished the apartments so that the home-seeker moves into a fully-equipped suite. After the lease expires, he may take the furniture out with him if he sees fit to move. Of course, the cost has been amortized by the rent, but from the young couple's viewpoint it is an easy payment plan of acquiring their household goods.—*Building Investment and Maintenance*, March, 1927.



Wirfs Gasket assures

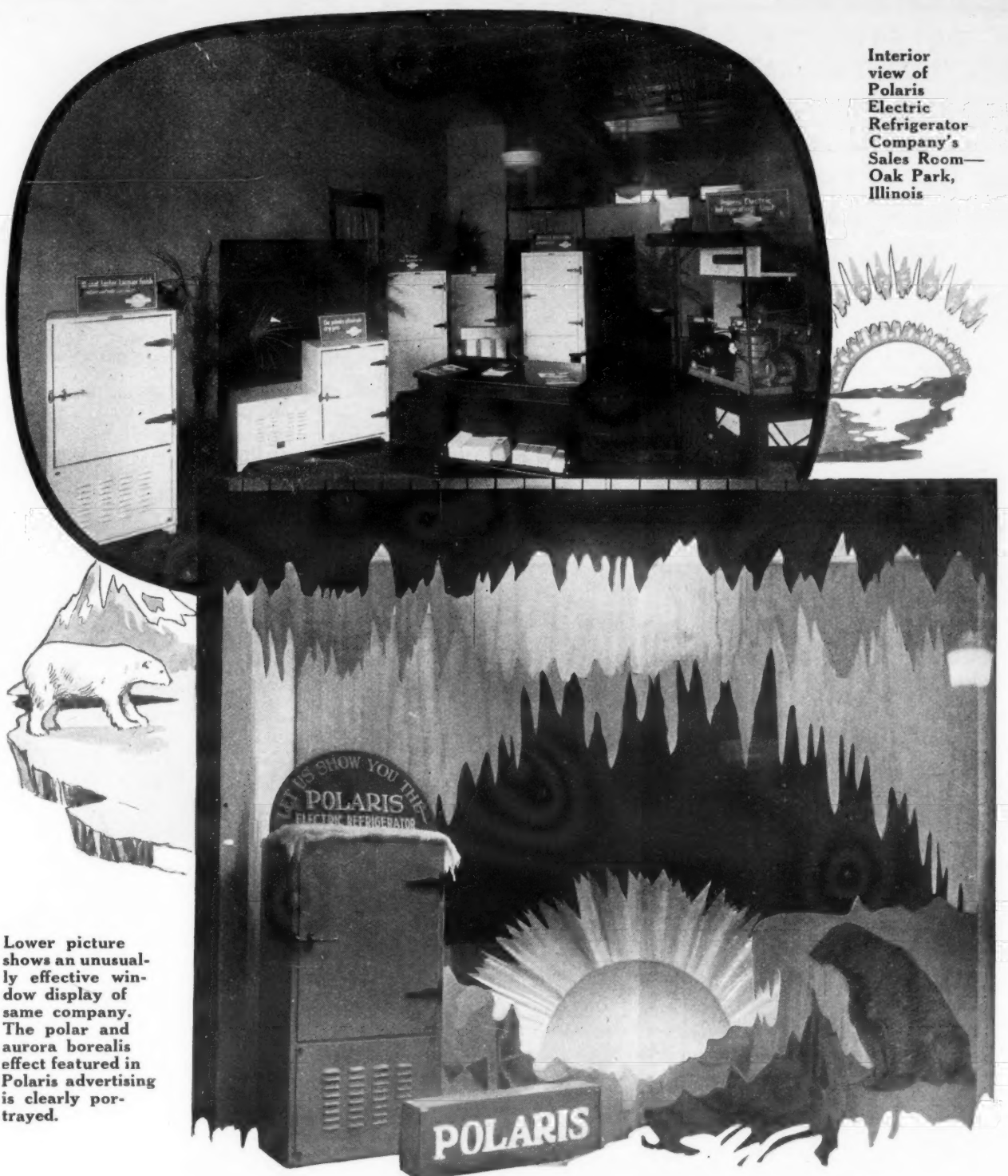
Electrical Refrigeration Efficiency

An electrical unit can only be as efficient as the box in which it is installed. Poor door contacts on wood or metal boxes mean that any unit will have to operate a greater number of hours to maintain an efficient refrigeration temperature. This means added operating cost.

Wirfs PATENTED "AIRTITE" Gasket

Keeps the cold air in and the warm air out and maintains the proper zone of refrigeration with fewer operating hours. Wide awake dealers have found that it usually clinches the sale. Most manufacturers supply boxes equipped with Wirfs; write us for their names and a sample.

E. J. WIRFS ORGANIZATION, Inc., 135 S. 17th St., St. Louis, Mo.



Interior view of Polaroid Refrigerator Company's Sales Room—Oak Park, Illinois

Lower picture shows an unusually effective window display of same company. The polar and aurora borealis effect featured in Polaroid advertising is clearly portrayed.

Foreign Trade Convention in Detroit

The fourteenth National Foreign Trade Convention will be held in the Masonic Temple, Detroit, May 25 to 27. James A. Farrell is chairman and O. K. Davis secretary of the National Foreign Trade Council, Hanover Square, New York.

WE KNOW

Enclosed Type Units Will Solve the Service Problem

BECAUSE

- No belts.
- No stuffing box.
- All motor bearings enclosed.
- Noises eliminated.
- All working parts sealed in chamber, from which gas cannot escape and air cannot enter.
- Compact.
- Minimum Amount of Material Less Costly Construction.
- We have studied this problem for many years.
- We are prepared to show you by facts and figures that sooner or later you must come to the use of the enclosed type unit.
- We are prepared to serve a limited number of clients only in the field of Electric Refrigeration.
- We are Consulting Engineers, and we will be glad to discuss your problems in strict confidence. We will tell you what we can do for you, and tell you frankly what our services will cost.
- We make no charge for preliminary consultation.

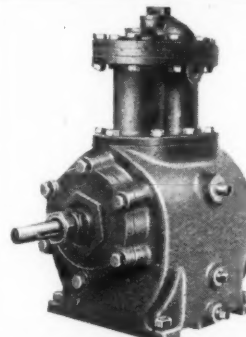
H. R. VANDEVENTER, Inc.

Consulting Engineers
Sales Specialists

342 MADISON AVENUE,
NEW YORK

Telephone Vanderbilt 2669

Refrigeration Compressors



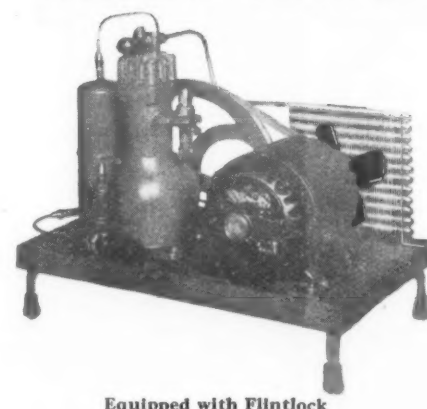
Smooth, silent running compressors—a product backed by years of manufacturing compressors and machinery

WRITE FOR DETAILS

DUNNING PUMP & MFG. CO.
326 Walnut Street PHILADELPHIA, PA.

FLINTLOCK CONDENSERS

EFFICIENT—ECONOMICAL—COMPACT

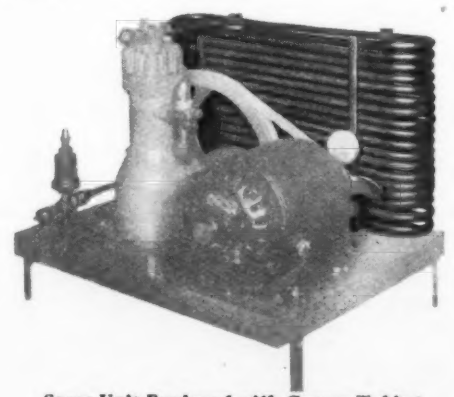


Equipped with Flintlock

"UNIVERSAL COOLER" has standardized on Flintlock condensers. The new unit equipped with Flintlock and the old unit is illustrated herewith.

An interesting and important book on the application of the Flintlock Condenser to the Refrigeration Industry is now available and will be mailed on request to manufacturers, distributors and dealers.

WRITE FOR YOUR COPY TODAY



Same Unit Equipped with Copper Tubing

FLINTLOCK CORPORATION

4461 W. Jefferson Ave.

Detroit, U. S. A.

WHY I LIKE THE ELECTRIC REFRIGERATOR

One of a Series of Interviews the Society for Electrical Development Has Had With People Who Speak from Their Own Experience.

Costs Less to Operate Than She Had Expected—Tots Like It Too

"Why do I like my electric refrigerator?" answered Mrs. X., a friendly and efficient looking woman. "It's not a question of just 'liking.' I actually can't see, after three or four months of real satisfaction and joy, how I ever managed without it."

"When it was installed I feared the cost of electricity would be high. But upon the arrival of my first electric bill (privately I had been dreading it) to my great astonishment, computing as nearly as I could, I found that electricity to run my refrigerator had cost me much less than anyone had expected. I lost no time in telling my friends who had been warning me to 'wait till the bills come in.' They were a little bit upset about it, but did, quite gracefully, congratulate me."

What Her \$6.60 Bill Covered

"I have three electric things in the house that require power, and all of them are on one circuit separate from the wiring that serves the lights. So electricity for these three—the oil furnace motor, the ironing machine and the refrigerator—is measured separately from the rest of our electric bill. Well, last month my bill for the three was \$6.60. Ordinarily it is only about \$5 a month in summer. In our town the company gives us a special rate on these power appliances, ranging from 9 cents a kilowatt-hour down to 4 cents."

A Tray for the Children

"You never can imagine what fun my two grandchildren had last summer. They live close by and adore running in. The first thing I know they had high-handedly appropriated a freezing tray each, and in no uncertain manner announced that the trays and contents were theirs! Every morning they would dash in and concoct something with which to treat the other envious children."

Here's An Idea

Mrs. X. is a famous housekeeper and puts her ideas to work for her as she is at her desk in a large publishing house each day. She is so practical herself that I wasn't surprised to have her continue by saying: "I'd like to remind everyone who is fortunate enough to own a seamless, porcelain lined box that the old days of scrubbing with scalding water, soap and washing soda are over. If anything is spilled, wipe it up quickly with cold water and baking soda, then dry the spot. In this way you are not putting a lot of warm moist air into your refrigerator, causing the motor to run oftener and the charge for current to be greater."

Have Plenty of Space

"Don't make the fatal mistake of buying too small a refrigerator in the first place. Electric refrigeration is really cold storage brought into the home, and much of the efficiency of your miniature cold storage plant depends upon free circulation of air, which you cannot get in an overcrowded box. For instance, I purposely bought a box with two or three cubic feet of extra food capacity. I hate crowding the shelves, for I know if I do I am not getting the full value of refrigeration."

"The larger box costs little, if any, more to run, and there is enough space in it so that I can buy perishable things in greater quantities, and thus save money on them." electric refrigerator says: "This icebox is open for inspection at all times."

Subscription Order

BUSINESS NEWS PUBLISHING CO.
409 EAST JEFFERSON AVENUE
DETROIT, MICH.

Gentlemen:

Please enroll me as a subscriber to **ELECTRIC REFRIGERATION NEWS**, the Business Newspaper of the Electric Refrigeration Industry.

United States: ☐ \$1.00 per year ☐ Three years for \$2.00.
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I am enclosing payment in the form of

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They Will Soon Be "Electric Refrigeration Engineers"



Senior Engineering Students Studying Electric Refrigeration Design at Purdue University, Lafayette, Ind.

SKEPTICAL SALESMEN SHOULD TRY THIS

Mr. Johnson, of Collins-Kelvinator, of Los Angeles, may be living in California, but he is certainly from Missouri when it comes to believing anything. In fact, the following incident will show that he couldn't even convince himself until he had properly proved his point.

Johnson was firmly of the opinion that it was impossible to get into private homes as a salesman and receive civil treatment. He conceived the idea of selling home owners the little sign, as shown below, to place over their door bells.

—NOTICE—
PEDDLERS
OR
AGENTS
DO NOT RING BELL

Johnson, therefore, had a local name-plate concern make 100 of these plates for him. He spent a couple of days trying to sell them to householders, and, after visiting close to 100 residences, only succeeded in selling one of the plates. In fact, in a great many cases he was told that they did not wish to put such a sign up because they were not adverse to seeing people who had things to sell.

These experiences so changed Mr. Johnson's opinion that he is now pushing door bells with the firm belief that he will get to the housewife or home owner and present the Kelvinator story to them. He now has faith in what he is doing, and what a man believes he can do, he usually does.—Cold Facts.

Evanston Prospects Overlooked

According to a letter sent out by *The Mailbag*, a publication devoted to direct advertising, "a staff writer went all over Chicago trying to get a folder or booklet that would sell him an Orthophonic Victrola, and couldn't get it."

"A man who earns \$15,000 a year took a census of his neighbors in Evanston and couldn't find one who had ever received a direct mail invitation to buy a Kelvinator, a Frigidaire or a Servel."

General Electric Pays \$48,400 for Suggestions

Awards amounting to \$48,400 were paid to 4,405 employees of the General Electric Company during 1926 for suggestions which either improved working conditions or tended to increase the efficiency of the company's operations. During the year, 13,703 suggestions were offered, an increase of 2,500 over the previous year, and more than 32 per cent were accepted.

ADVERTISING AGENCY NEWS

The advertising of the Superior Sheet Steel Company, Canton, Ohio, will be directed by the Robbins Pearson Company, 390 East Broad Street, Columbus, Ohio.

The New York office of the U. S. Advertising Agency will direct the advertising of the electric refrigeration division of the Martin-Parry Corp., York, Pa.

J. Horace Lytle, advertising agency, Harries Building, Dayton, Ohio, has been appointed to handle the account of the Everite Products, Inc., 200 Davis Avenue, Dayton, Ohio.

The advertising account of the Welsbach Company, Gloucester City, N. J., has been secured by Breeding, Murray & Sales, Liberty Trust Bldg., Philadelphia.

The Austin F. Bement, Inc., agency, General Motors Bldg., Detroit, will direct the advertising of the Universal Cooler Corp., 1214 North Eighteenth St., Detroit.

Brooke, Smith & French, 206 Eliot St., Detroit, have been appointed merchandising counselors for the Norge Corporation, 670 East Woodbridge St., Detroit.

WHAT THEY SAY ABOUT ELECTRIC REFRIGERATION NEWS

Very Much Pleased with the Paper

"I have just finished the February 16th issue of **ELECTRIC REFRIGERATION NEWS**, which happens to be the first of my subscription, and I am very much pleased with it."—Mr. Thomas Martin, 103 Carson Ave., Newburgh, New York.

"The Best and Most Newsy"

Our entire organization certainly compliments you on the very fine paper you are publishing. We believe it is the best and most newsy that comes to our office."—R. C. Harmon, Ferro Enamel Supply Co., Keith Bldg., Cleveland, Ohio.

You Are Right, Mr. Fox, the Crowd Was In the Way

"Our whole Copeland force in New York admires your wonderful little paper, but now they wonder why you omitted us in the list of exhibitors at the Own-Your-Home Show in New York?"

"Apparently we were among the missing, and incidentally even our competitors admit that Copeland had the finest exhibit in the Garden; but perhaps your reporter missed our name because our booth was so crowded at all times that the wonderful Copeland line could not be seen by a passer-by."

"We only ask that in the future Copeland be allowed to shine in the bright rays of your articles wherever possible, and for yourselves, we cordially invite you, when in New York, to visit one of the nicest electrical refrigeration show-rooms in the country; not from size, but from its appeal to the women buyers."—Copeland Refrigeration Co. of New York, Inc., Farnum Fox, President.

"We Heartily Recommend It"

ELECTRIC REFRIGERATION NEWS of February 2, 1927, announces the enrollment of its first thousand paid subscribers. *The Advertiser's Weekly* is delighted to extend its congratulations and best wishes for continued success to a publication as interestingly and intelligently edited as **ELECTRIC REFRIGERATION NEWS**. Like *The Advertiser's Weekly* in the field of general advertising, it offers valuable and elsewhere unduplicated information to the electric refrigeration field, and also like *The Advertiser's Weekly*, it is set-up in easy, readable newspaper style. We heartily recommend it to any of our readers who may be interested in electric refrigeration.

Advises All Dealers to Subscribe

"Your paper well merits all the nice things that have been said about it. Personally I cannot get my copy fast enough. I am advising all my dealers to subscribe to it, as the most helpful periodical in the electric refrigeration industry."—J. E. McCauley, Ice-Berg Co. of New England, Boston, Mass.

Mr. Driggs Found

Our appeal for the address of H. E. Driggs, broadcast in the March 16th issue, brought immediate results. Mr. Driggs is connected with Polaris Electric Refrigerator Company, Logansport, Ind.

NEW BOOKLETS AND LEAFLETS RECEIVED

Rice

From Rice Products, Inc., 100 East 42nd Street, New York, a three-color folder (3½ x 7½), entitled "Twenty-five Years of Knowing How, Gives You the Refrigerator of the Future—Today."

Gloekler

Bernard Gloekler Company, 1627 Penn Avenue, Pittsburgh, Pa., has issued catalogue No. 81 (8½ x 11), containing 50 pages of illustrations and descriptions of the various types of Gloekler refrigerators. The catalogue is a direct-mail order book.

Thesco

C. Schmidt Company, Cincinnati, Ohio, sends a 52-page, two-color illustrated catalogue of "Thesco" refrigerators and store products.

Electro-Kold

Electro-Kold Corp., Spokane, Wash., issues a two-color folder (4 x 9½), entitled "Multiple Control for Apartment Houses."

Vogt

Vogt Refrigerator Company, Louisville, Ky., offers the following folders:

"Solve Refrigerator Problems!"

"At Last! The Perfect Refrigerator—Seven Out of Ten Women Picked the Sliding Drawer."

"M-5-S Vogt's Metal Cabinet Refrigerator" (Also folders for M-7-S and M-7-D).

Ice Maid

The Refrigerator Division of the Lamson Company, Syracuse, N. Y., has recently issued an attractive booklet, "The Magic of Frost Crystals (7½ x 10½)", containing 24 pages outlining the development, uses and needs for electric refrigeration. The booklet is profusely illustrated, showing the operation of the "Ice Maid," and also contains recipes for frozen dishes.

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SEAMLESS COPPER AND BRASS TUBING

E. T. L. Service for Domestic and Commercial Electric Refrigeration
Testing and experimental laboratory service for manufacturers, distributor, central station
Test data exclusive property of client
ELECTRICAL TESTING LABORATORIES
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REFRIGERATION STAMPINGS

We Specialize in the Design and Manufacture of

ICE CREAM CABINETS

We make them complete or furnish parts separately

Brine Tanks Cooling Units

Unit Supporting Bases and Perforated Metal Covers

METAL HOUSEHOLD REFRIGERATORS (Complete) OR CAN FURNISH

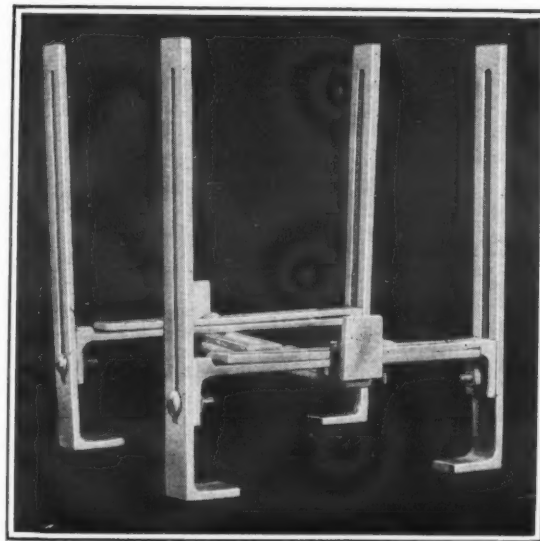
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LEGS, ETC., SEPARATELY

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ONE MODEL for EVERY JOB.

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Saves Time, Trouble and Money.

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Made of solid ALUMINUM
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